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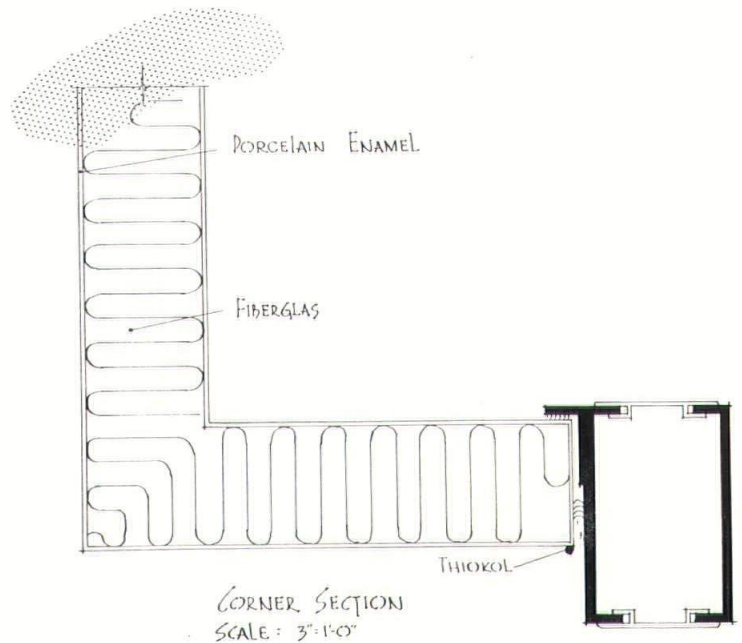
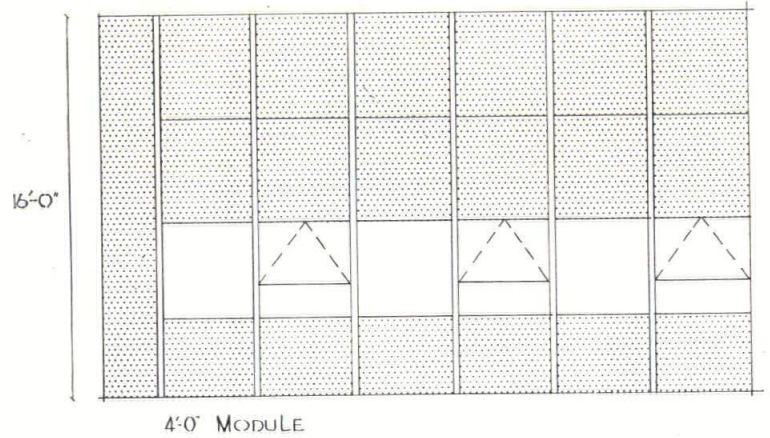
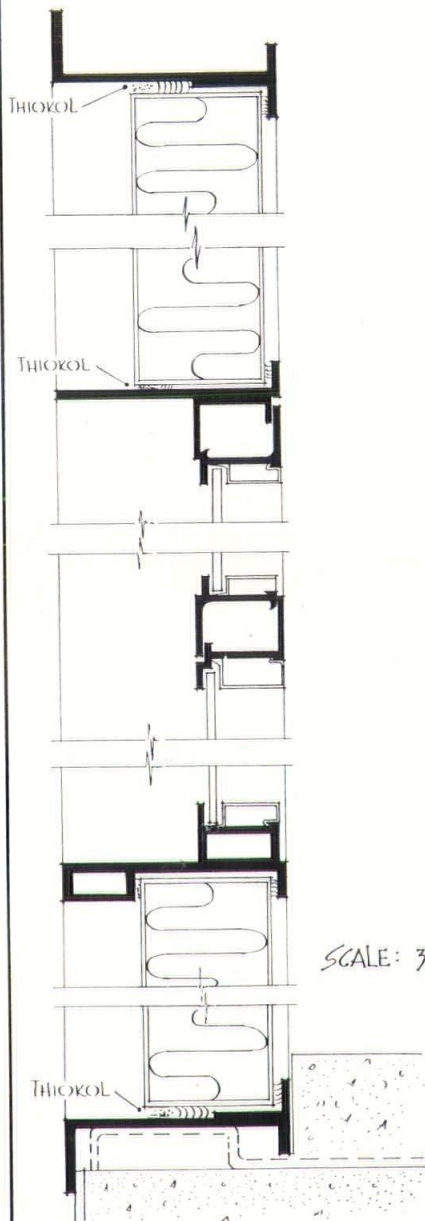
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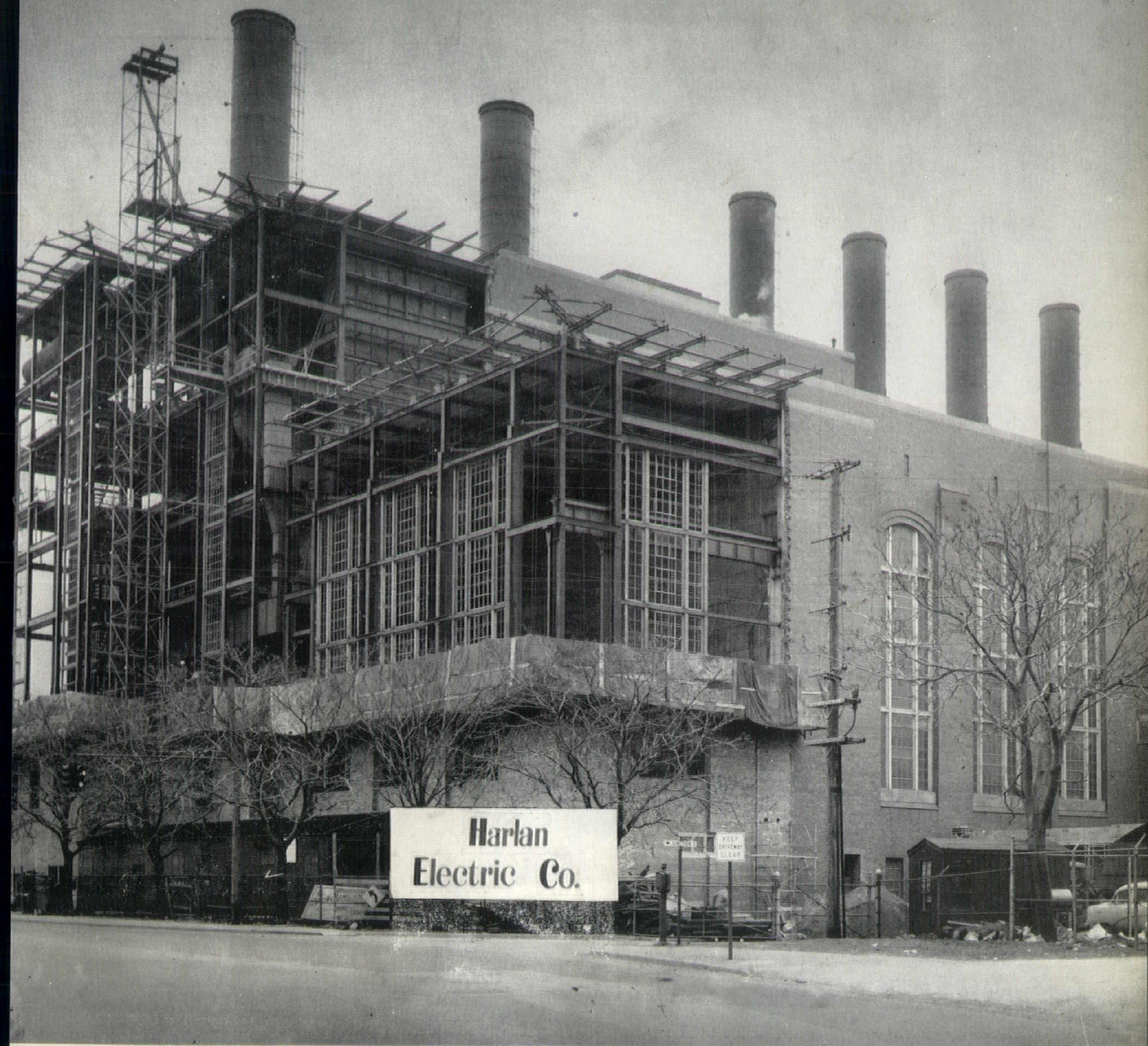
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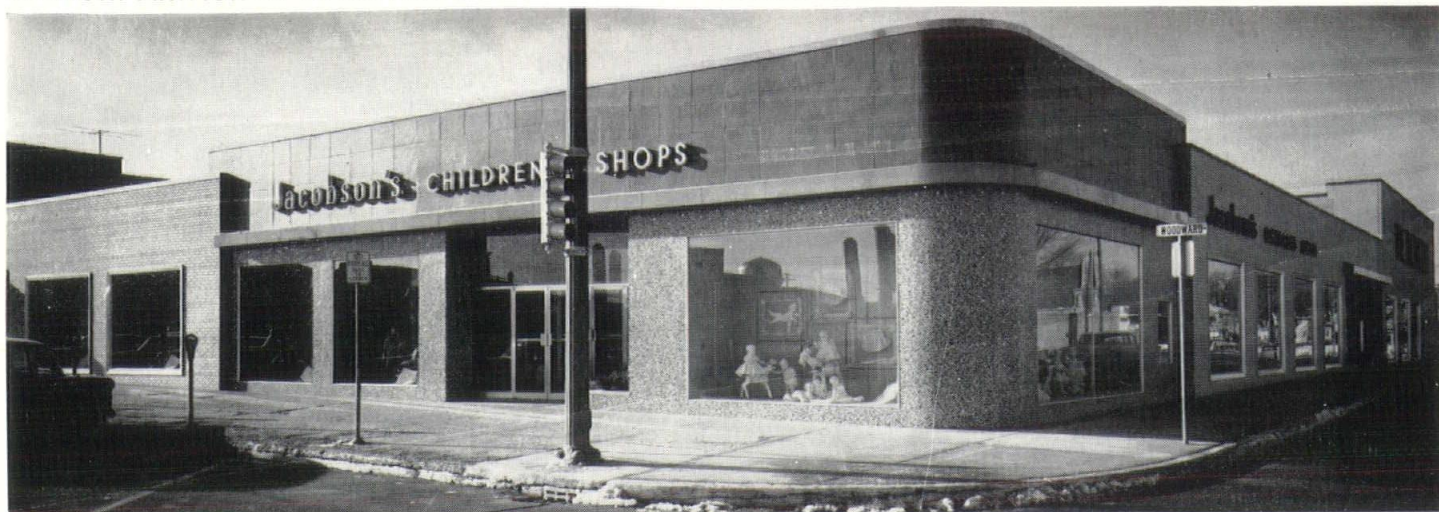
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"Architects' Fees Absorb Too Much School Building Cost," states the St. Johns (Mich.) Republican-News.

Following is the full text of an editorial appearing in that paper February 22, 1957:

It occurred to us again last week as we talked to Supt. S. J. Nelson, of the Ovid schools, that something is cock-eyed here in Michigan when it comes to school building planning.

Ovid just passed a \$225,000 bond issue last week to build a nine-room elementary school addition. That's fine . . . and it was badly needed.

What bothers us is that of that \$225,000, about \$12,000 will be paid out to a Lansing firm for architects' fees.

When you consider the literally millions of dollars that are being spent and will be spent in Michigan over

the next few years on new school buildings, you wonder if our architectural costs for such structures aren't pretty high.

We have nothing against architects as a group. They're skilled fellows with many excellent ideas and they perform a very necessary service in most instances.

When it comes to simple, utilitarian buildings like schools, however, it seems to us that the Department of Public Instruction or some other such authority might well develop, with architectural assistance, a set of standardized plans

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Coming Issues

MAY — James B. Morison

JUNE — Annual M. S. A. Roster (Alphabetical) & Saginaw Valley Chapter, A.I.A.

JULY — O'Dell, Hewlett & Luckenbach

AUGUST — 14th Annual Mackinac Mid-summer Conference

SEPTEMBER — Earl G. Meyer

OCTOBER — Detroit Chapter A.I.A.

NOVEMBER — Theodore Rogvoy

DECEMBER — Annual M. S. A. Roster (Geographical) & Western Michigan Chapter, A.I.A.

JANUARY, 1958 — Smith, Tarapata & MacMahon.

FEBRUARY — Swanson & Associates.

MARCH — 44th Annual M.S.A. Convention

APRIL — King & Lewis

Monthly Bulletin, Michigan Society of Architects, Volume 31, No. 4

MONTHLY BULLETIN

Michigan Society of Architects
120 Madison Ave., Detroit 26, Mich., WO 1-6700

Official Publication of the Michigan Society of Architects: James B. Morison, President; Frederick E. Wigen, 1st Vice President; Charles A. OBryon, 2nd Vice President; Peter Vander Laan, 3rd Vice President; Ernest J. Dellar, Secretary; George B. Savage, Treasurer. Directors: Willard E. Fraser, Herman J. Klein, Adrian N. Langius, Joseph W. Leinweber, Amedeo Leone, Elmer J. Manson, Earl G. Meyer, Walter B. Sanders, Frederick J. Schoettley, George W. Sprau, Talmage C. Hughes, Exec. Secty.; H. Robert Kates, Exec. Director.

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M.S.A. 44th Annual Convention—Hotel Statler, Detroit, March 12-14, 1958. William P. Lindhout.

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SENATE BILL NO. 1159, introduced by Senators Feenstra and Geerlings, ordered printed and referred to the Committee on Education of the Senate, provides, among other things, the following:

The Superintendent of Public Instruction shall prepare standard plans for the construction of all school buildings hereafter constructed in the State. The plans shall be complete working plans and shall specify the architectural design of the building, the structural specifications, interior furnishings, fixtures, plumbing, electrical wiring, ventilation, and roofing...No school district shall construct any school building except in accordance with plans prepared by the Superintendent of Public Instruction.

The Board of Directors of the Michigan Society of Architects is watching with interest the progress of the Bill, and they have appealed to the Committee on Education of the Senate for their consideration of the architects' interests.

To Mr. Manson:

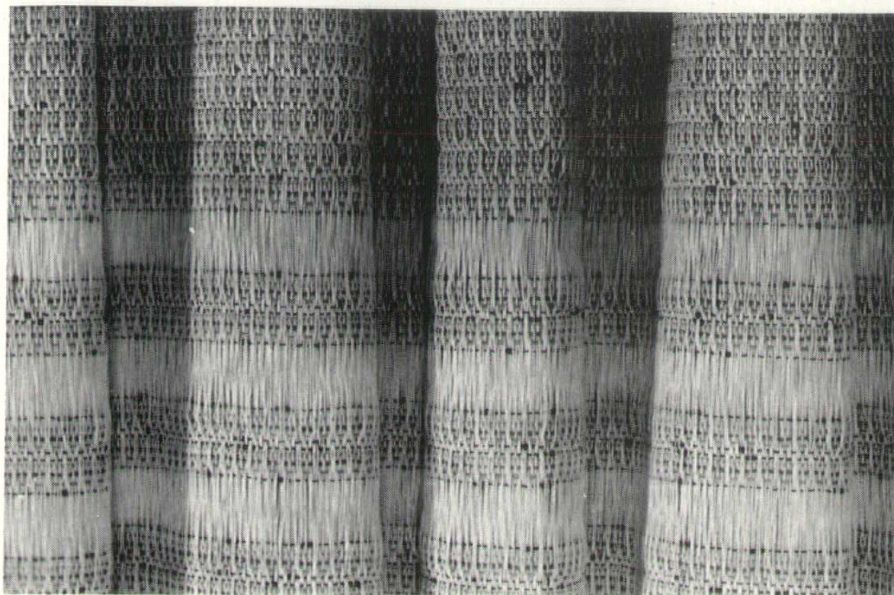
Being a subscriber to the MONTHLY BULLETIN of the Michigan Society of Architects, I have been kept informed of your excellent progress in our field. I would like to compliment you on the very good publication that your Society has and feel that it is most valuable to me in keeping informed of all the activities in Michigan.

To whom should I write for information concerning membership in your Society? While not actively practicing in Michigan, I am desirous of helping to support your activities, if possible, through a membership. As I attended the university, as you can realize, I feel a strong tie with the State.

Any information that you can give me on this subject will be greatly appreciated.—STANLEY E. RICHARDSON, Architect, Morristown, N. J.

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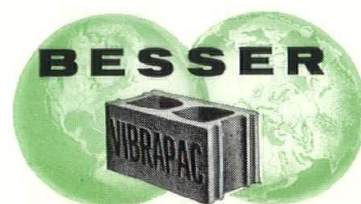
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Bulletin Board

Definitions are not always what they seem. For instance, some people have defined the buckeye as "A hairless nut of no commercial value." This certainly does not apply to Ohio architects.

And Bennett Cerf writes of Archibald Henderson, biographer of George Bernard Shaw, telling about the time GBS received a fan letter addressed to George Bernard Shawm. "The idiot can't even spell my name," Shaw roared. "Furthermore, there's no such word as 'Shawm.'" His wife begged to disagree, quietly showed him this definition in the dictionary: "Shawm: An old-fashioned wind instrument long since passed out of common use."

And, in the Florida Architect, Frank E. Watson, A.I.A., of Miami, gives some of his own definitions, which he says have to do with "Residential styles of architecture as presently practiced (or is it practised?):":

BAT-WING—A house of parts—two parts—each with a monopitch roof sloping towards the other. A very clever device, so that all rain water will collect in one area so that it is easy to locate the leaks.

BREEZEWAY—Open space between two wings of a house located so that the prevailing breeze can blow through it so that it will not go through the House.

CARPORT—Part of the Terrace. The owner found money in his budget for a canvas awning to cover the car.

CO-OP—Same as an Apartment except that it costs more. You are stuck with it longer and get a nice brochure illustrated in four colors.

ENTRANCE HALL—The space immediately adjacent to the Front Entrance that you have to go through in case you want to live a little, eat a little, sleep a little, etc.

FLORIDA ROOM—Same as Lanai,

except that the Architect couldn't afford to go to Hawaii.

FRONT ENTRANCE—Usually on the side so that you have a choice when entering the House of going to the Living Area, Dining Area, Kitchen, Bedroom or the Bathroom—just in case you want to live a little, eat a little, sleep a little, etc.

HOUSE ON STILTS—This type is just beginning to catch on in this country, but has been popular on the Continent. In this style all habitable areas are placed on an upper level so that the occupants are protected from scorpions, snakes, bill collectors and friends.

HOUSING PROJECT—Tomorrow's Slum Today.

LANAI—Same as Screened Patio, except that the Architect spent the Winter in Hawaii.

MODERNISTIC—No less than five roof levels allowed on the true Modernistic House—also all four facades should be entirely different, both in material and intent.

MULTI-PURPOSE ROOM—This is the catch all, a combination of all the foregoing where we all can live a little, eat a little, relax a little, sleep a little, re-create a little again, etc.

PATIO—Same as Breezeway—but the two open sides are enclosed to keep the breeze out, so that it can't go through the house. A house without one of these is just not.

PORCH—The same as Florida Room, except that the bids came in too high and the walls had to be omitted.

RANCH TYPE—Any sprawling builder's house on fifty-foot lot.

SCREENED PATIO—Same as Patio, except that the sides and top are covered with screening. The purpose? To keep the insects that are already in the house—in!

SKI-JUMP—A long attenuated box-like House with a monopitch roof extending the full length of the structure, designed to fool the neighbors so they will not know which is the front.

SNUB-NOSE—Similar to Super-droop except that the roof overhang has been reduced to four inches. This one is cheaper, but it doesn't have that rakish appearance of the Super-droop.

SPLIT-LEVEL—A very popular item and particularly adaptable to a site that has a slope of six inches in the depth of the lot.

SUPER-DROOP—This is a residence where the roof overhangs at least three feet. The most interesting examples are where the projection is beyond the design strength of the rafters giving that distinctive wavy appearance.

TERRACE—Same as a Porch, except that we had to cut some more—No Roof!

And, passing it back to Bennett Cerf again:

Northern visitors to the charming and historical city of Charleston, South Carolina, have been heard to complain that while the natives' language is very mellifluous, it's next to impossible to understand what the hell they're talking about. Ashley Cooper of **The Charleston News and Courier**, has compiled a dictionary of Charlestonese, available from that newspaper's editorial sanctum at the modest price of two bits a throw. Here are a few typical entries:

A BOOT—Approximately.

AIN'T—Sister of one of your parents.

ARGON—A state north of California.

BONE—A blessed event—especially if it occurred in Charleston.

CANE CHEW—Aren't you able to?

CONDUIT—Impossible of achievement.

FAMINE—Tilling the soil.

HAIL—The abode of integrationists and damyankees.

SNOW—To breathe heavily while sleeping.

VERSION—The kind of queen Elizabeth was.

WRETCHED—Long name for the nickname Dick.

YAWL—Mode of address used by N'Yawkers when visiting Charleston.

In the hope of setting a new parlor game in motion John Bailey and J. C. and Helen Furnas have selected a number of perfectly respectable English words and asked the question, "What would this word seem to mean if we

(Continued on Page 9)

Ironbound Continuous Strip Rock
Maple Floor in gymnasium of Mid-
land High School, Midland, Michigan.
Architect: Alden B. Dow. General Con-
tractor: Barton-Malow Co., Detroit,

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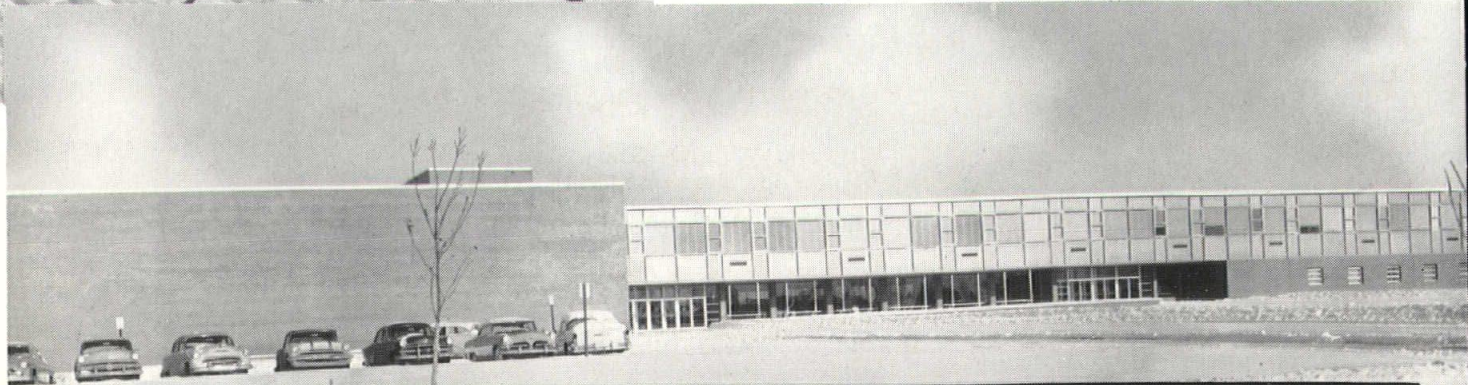


Alden B. Dow, Midland's famed architect who designed the community's new high school, decided the gymnasium of his home-town High should have the finest hardwood floor available.

An Ironbound* Continuous Strip* Hard Maple Floor was chosen for its beauty, uniform resiliency and long-run economy, for the main playing arena, and the balcony recreation and gymnastic areas. Midland High's Gym, the largest in the state, is the seventh Ironbound installation in the Midland School System since 1937. And two more schools in the area, now under construction, will also have Ironbound floors.

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Architects In The News

NOTE: The Editor is interested in news items suitable for publishing on these pages. Send items to National Architect, Dept. C, 120 Madison Ave., Detroit 26, Michigan.

THE SECOND ARCHITECTS' TOUR OF JAPAN will take place this year in October. The itinerary is patterned after the successful 1956 tour, but this time the group will travel during the most colorful season in Japan and in ideal traveling weather.

Starting from San Francisco, the group will spend a day in Hawaii enroute, and three weeks in Japan. The party will fly both ways. There will again be meetings with Japanese architects, thus making the trip business and pleasure combined.

Kenneth M. Nishimoto, A.I.A., Pasadena Chapter, A.I.A., who originally planned the schedule specifically for architects, will lead the tour. He will be assisted by English-speaking guides who will accompany the architects throughout Japan.

Tour membership is open to all architects, their family and friends, but the number is limited. The tour will be managed this year by Japan Tours, Inc. of San Francisco.

A descriptive folder will be available shortly and those who wish to be on the mailing list are requested to write to Mr. Nishimoto at 263 South Los Robles, Pasadena, California.

Washington, D. C.

FRANK BECKMAN, OF THE DETROIT FREE PRESS, AND CRANSTON JONES, OF TIME MAGAZINE, were winners of \$500 First Prizes in The American Institute of Architects Fourth Annual Journalism Awards Competition. Beckman was winner in the Newspaper category for his article, "Mecca of Design," describing Detroit's architectural progress, which appeared in his newspaper on March 11, 1956. Jones' cover story on architect Eero Saarinen, published in Time Magazine, July 2, 1956, was adjudged best in the magazine class.

Winners of \$250 second prizes were Arnold Nicholson for his SATURDAY EVENING POST article on the Octagon House titled "House With a Charmed Life," and Leonard Buder of THE NEW

YORK TIMES for a series of two articles on new trends in school design.

Honorable mentions for magazine articles went to Ed Kiester of PARADE and Eric Larrabee of HARPER'S MAGAZINE; for newspaper stories, to Mel Seidenberg, of the PITTSBURGH POST-GAZETTE; Frederick Sherman of THE MIAMI HERALD, and Richard Miller of THE CHRONICLE-TELEGRAM of Elyria, Ohio.

In addition to cash awards, Certificates of Merit or Honorable Mention will be given to winners and to the publication in which their work appeared. Presentations will be made by the AIA chapter in the locality of the publication.

The \$1,500 awards program was established in 1953 to recognize and encourage writing that will further public understanding of architecture and the architect.

(See Page 11)

(Continued from Page 7)

didn't know differently?" Here are some choice illustrations of this word game:

exchequer—anybody who used to work in a super market

goblet—a small sailor

hagiology—the science of homely women

tutelage—the noise produced by a flute

delirious—broke in Italy

pig iron—an iron for smoothing off pigs

pillory—a drugstore

ghoulis—cannibal stew

gnome—opposite of yes'm

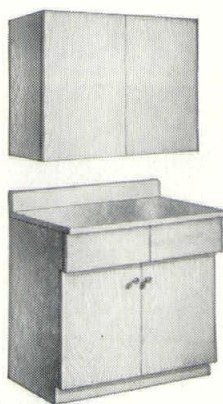
banshee—a stag dinner

—"Mr. Webster's Bloomers; Or, English Bashed and Unabashed," by John Bailey, Helen Furnas, and J. C. Furnas (Morrow, \$1.95).

modern kitchens in wood



beautiful birch . . . exquisite ph. mahogany



two woods

BEAUTIFUL BIRCH and EXQUISITE PH. MAHOGANY . . . selected woods adapted to any desired finish.

new designs

Modern Flush-type kitchen cabinets in step with today's architecture.

new contours

Add zest to styling.

new beauty

Now . . . the entire cabinet in the quiet warmth of wood.

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REDDY REPORT to architects

HEAT PUMP

Trumbull Land Company
tenants get just
the indoor weather
they want
the all-electric way

When the Trumbull Land Co. decided to install year-round comfort in a two-story building, they chose the newest, most modern way—the all-electric heat pump.*

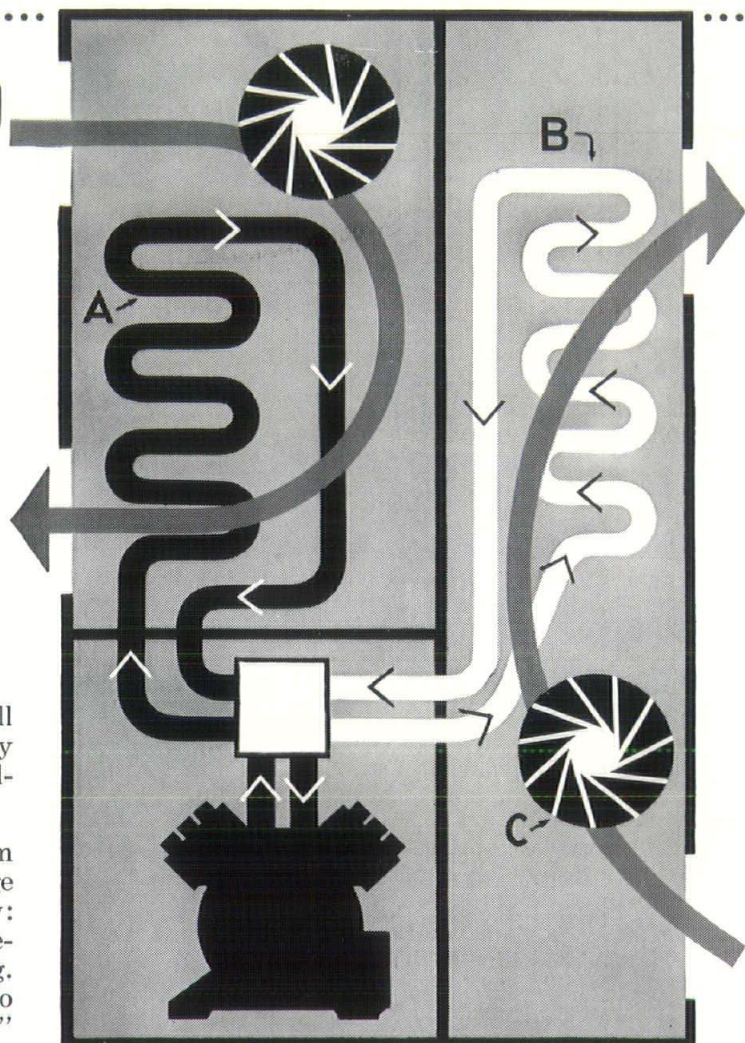
Why were air-to-air heat pumps chosen from all possible heating and cooling methods? George Johnston, company president, puts it this way: "These quiet machines can heat, cool, dehumidify and clean the air in the entire building. And because only electricity is used, there's no smoke, soot or ash and no fuel storage problem."

How do they compare cost-wise? Mr. Johnston speaks from his own experience: "The initial cost of the heat pump installation was no more, and possibly less, than steam or hot water plus air conditioning. The unit which heats and cools a 1,200-sq.-ft. area on the second floor operates at about a dollar a day—a competitive cost for this size area."

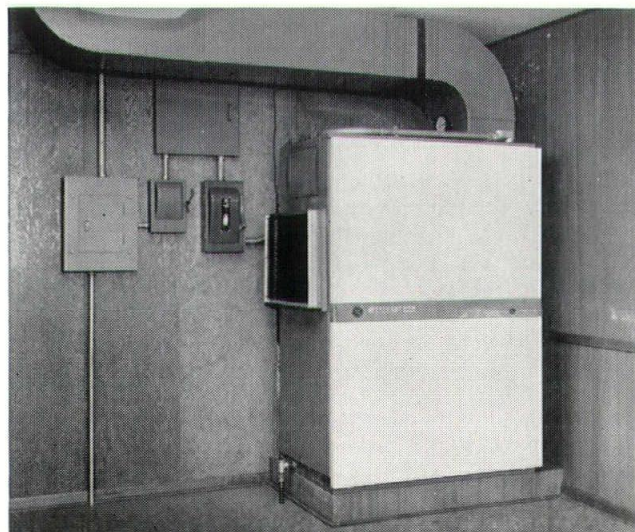
There's a saving in construction costs, too, because there are no flues, chimneys or venting through roof areas to be figured. And the compact units are real space savers.

For more information about the all-electric heat pump, phone WO 2-2100, Ext. 2223 in Metropolitan Detroit. Elsewhere call the nearest Edison office.

DETROIT EDISON



***How the heat pump works**—To heat: refrigerant passes through outdoor coil (A) and picks up heat from outside air which always has heat in it, even in winter. Warm refrigerant then passes to coil (B). Fan (C) circulates indoor air through this coil. Heated air returns indoors. In warm weather, cycle is automatically reversed and inside air is cooled.



NEWS

(Continued from Page 9)

Several hundred entries were submitted by writers or their publishers. Eligible for consideration were articles that appeared in a general circulation magazine or newspaper during 1956.

IN THE NINTH ANNUAL HONOR AWARDS COMPETITION OF THE AMERICAN INSTITUTE OF ARCHITECTS six buildings were selected for First Awards and fourteen others for Awards of Merit. They were selected from 344 entries.

First Honor Awards were given for an office building in Waltham, Mass., designed by Anderson, Beckwith & Haible, of Boston; a high school in Greenburgh, N. Y., by Warren H. Ashley, of West Hartford, Conn.; a house in New Canaan, Conn., by Eliot Noyes, of New Canaan; a courthouse and jail in Bryan, Tex., by Caudill, Rowlett, Scott & Assoc., of Bryan; a priory for Benedictine Fathers in Tokyo, by Antonin Raymond and L. L. Rado, of New York City; and a chapel at Sedona, Ariz., by Anshen & Allen, of San Francisco.

Awards of Merit went to architects Edward B. Page, San Francisco; Skidmore, Owings & Merrill, New York City; Antonin Raymond and L. L. Rado, N. Y. C.; R. P. O'Connor & W. H. Killam, Jr., Philip M. Chu, Associate, N. Y. C.; Golemon & Rolfe, Houston, Texas; George Matsumoto, Raleigh, N. C.; John Carl Warnecke, San Francisco; A. Quincy Jones (two awards), Los Angeles; Curtis & Davis, New Orleans; Stevens & Wilkinson, Atlanta; A. D. Odell, Jr., Charlotte, N. C.; Caudill, Rowlett, Scott & Associates, Oklahoma City; Paul Thiry, Seattle.

Certificates will be presented to the architects of all award-winning buildings at the Centennial Celebration of The American Institute of Architects in Washington, D. C., May 13-17. An exhibition of the winning buildings will be shown at the Shoreham Hotel during that period. Stainless steel plaques, specially designed, will be presented for installation in the six buildings that won first honor awards.

Members of the all-architect jury were: Roy F. Larson, F.A.I.A., Philadelphia, Chairman; John Knox Shear, Editor, ARCHITECTURAL RECORD, New York; James M. Hunter, Boulder, Colo.; Philip D. Creer, Head of School of Architecture, U. of Texas, Austin; and Alden B. Dow of Midland, Michigan.

AN INTERNATIONAL ARCHITECTURAL COMPETITION for a monument to the heroes of Warsaw has been announced by the Association of Polish Architects and the Union of Polish Plastic Artists.

First prize will be 100,000 zlotys (about \$25,000); 2nd prize, 75,000, and 3rd prize, 50,000, payable in Polish currency.

Designs must be either in Warsaw or at any diplomatic mission of the Polish People's Republic not later than October 15, 1957. Full information may be obtained from the Polish Embassy, 2640 16th St., N. W., Washington 9, D. C., or the Association of Polish Architects, 2 Foksal St., Warsaw, Poland.

THE AMERICAN INSTITUTE OF ARCHITECTS, it is understood, is about to be investigated by the Federal Bureau of Investigation to determine if it is a monopoly, operating in restraint of trade because of its recommended schedule of minimum fees.

Needless to say, this investigation should be welcome, as, over the one hundred years of the Institute's existence, its schedule has been a recommended one, not mandatory.

ORCHIDS TO HONORABLE RALPH E. FLANDERS OF VERMONT AND HONORABLE JOHN E. FOGARTY OF RHODE ISLAND, whose speeches regarding The American Institute of Architects Centennial year went into the Congressional Record. Honorable Flanders' was made in the Senate on February 20, and Honorable Fogarty's in the House of Representatives on February 21, 1957.

They paid tribute to architecture as a profession and to the Institute in particular for contributions to society.

LATEST MESSAGE FROM THE WHITE HOUSE is that demands on President Eisenhower in international crisis will prevent his appearing in connection with The American Institute of Architects Centennial Convention. He will send greetings and remarks. Vice President Richard Nixon is being invited to appear in the President's stead.

California

WILLIAM GLENN BALCH, has been elected president of the California Council of the A.I.A. Other officers elected include Frank L. Hope, secretary, and John A. Nordbak, advisory committee member at large.

The new name, California Council of the A.I.A., was formerly adopted at a recent convention. It was formerly California Council of Architects.

Georgia

WILLIAM E. WILLNER, has become editor of the Georgia Chapter News, to succeed Charles Altman. The new Chapter mailing address is 230 Spring St., N. W., Atlanta 3, Georgia.

Illinois

CHICAGO CHAPTER, A.I.A., has moved its offices to the LaSalle & Wacker Bldg., 221 North LaSalle St., Room 1163, Chicago, Ill.

LOUIS SKIDMORE, F.A.I.A., a senior partner of the Chicago architectural firm, of Skidmore, Owings & Merrill, has been selected to receive the 1957 Gold Medal of the A.I.A.

FRANCIS J. PLYM traveling fellowships in architecture and architectural engineering have been awarded to three graduates of the Univ. of Illinois, Prof. Alan K. Laing, chairman of the architecture department, has announced.

Jack Mitchell Goldman, was named the 36th Plym Fellow in Architecture. He is currently employed in the office of Eero Saarinen and Associates, Architects, Bloomfield Hills, Mich. Donald E. Sporleder, of the Illinois architecture faculty, was named alternate.

Because no Plym award in architectural engineering was made in 1956, two were awarded this year. They went to Joseph R. Deshayes, of Houston, Texas, and to George W. Reihmer, of Chicago.

The Fellowships established by an Illinois architectural alumnus of 1897, Francis J. Plym, founder of the Kawneer Co., Niles, Mich., carry a stipend of \$1,700 for study and travel in Europe. They are awarded on the basis of academic achievement and professional development since graduation.

Michigan

ROBERT B. FRANTZ, F.A.I.A., of Saginaw, has been elected chairman of the Michigan State Board of Registration for Architects, Professional Engineers and Land Surveyors. Wilfred C. Polkinghorne, of Houghton, was elected vice-chairman, and Wells I. Bennett, F.A.I.A., of Ann Arbor, was elected secretary.

Henry G. Groehn was reelected Executive Secretary of the Board and Mrs. Irene Weil was reelected as his assistant.

Other members of the Board are Talmage C. Hughes, F.A.I.A., of Detroit; William H. Harvie, of Birmingham; Henry T. McGaughan, of Pontiac, and Angelo Marino, of Monroe.

Harvie was just reappointed by Governor G. Mennen Williams to a seven-year term on the Board, ending January 1, 1964.

Bennett, Frantz and Hughes were named delegates to the annual convention of the National Council of Architectural Registration Boards in Washington, D. C., May 11 and 12, 1957.

Polkinghorne and Marino will be delegates to the National Council of State Boards of Engineering Examiners Central Zone Meeting at Indianapolis, May 16-18, and Harvie will be a delegate to the NCSBEE annual convention at Atlanta, Ga., Oct. 30-Nov. 2.

(See Page 15)

THE AMERICAN INSTITUTE OF ARCHITECTS



WAS FOUNDED ON THIS SITE
FEBRUARY 23, 1857 BY THIRTEEN ARCHITECTS
OF IDEALS AND VISION

THROUGHOUT THE YEARS ITS
MEMBERS HAVE CONTRIBUTED
TO THE ADVANCEMENT OF
ARCHITECTURE AND HAVE
ENCOURAGED THE DEVELOP-
MENT OF THE ALLIED ARTS,
EXPRESSING THE ASPIRATIONS
OF OUR PEOPLE, BRINGING
INTO THEIR LIVES INSPIRATION,
BEAUTY AND COMFORT

ERECTED FEBRUARY 23, 1957

Bronze Tablet 22"x30" placed at 111 Broadway, New York. Designed by McKim, Mead and White, Architects, New York. Inscription by E. James Gambaro, A.I.A., New York.

ADDRESS OF LEON CHATELAIN, JR., PRESIDENT OF THE AMERICAN INSTITUTE OF ARCHITECTS AT A LUNCHEON IN THE DOME ROOM OF FEDERAL HALL, NEW YORK, TO CELEBRATE THE FOUNDING OF THE INSTITUTE ON FEBRUARY 23, 1857

A century ago thirteen American architects created a profession. Today twelve thousand American architects are carrying that profession into its second century. During this Centennial year, we will be looking into the next century and its promise and challenge. But today let us look back and marvel at the foresight and courage of those thirteen men. For us, filled with pride in our Institute and our successes, the years ahead are bright. A hundred years ago how many of us could have looked ahead with confidence and eagerness? Certainly there was no successful past to build upon. The times were hardly conducive to nurturing a successful architectural practice, and the architect was

ill regarded by the public. He competed not only with craftsmen-builders, but also with other architects. Practices which today are branded unethical then were the order of the day. And 1857 was a year of no great prosperity.

There seems to be a point in time when either a move is made or the chance is lost. We can be grateful to Richard Upjohn that he recognized the moment and called together a dozen of his colleagues to form The American Institute of Architects. Twice before, others had picked the wrong moment, and their associations, The Workshop of the Sons of Vitruvius and the American Institution of Architects had failed to endure.

Unveiling of Centennial Commemorative Tablet. Left center, facing camera, Chairman Centennial Observance Committee, A.I.A., Alexander C. Robinson III, F.A.I.A., and Mrs. Robinson of Cleveland

Tablet Dedication

*'Tis but a bit of bronze, some say,
Catching the sea breezes off N.Y. Bay—
Telling its story under perennial suns
To those who tarry here awhile.
May it gather gems from every heart,
Placing thoughts of beauty in every soul
Of those who join the breed of men
That reach for the stars.*

E. JAMES GAMBARO, F.A.I.A.
CHAIRMAN, SUB-COMMITTEE
ON COMMEMORATIVE TABLET

To the founders, the establishment of a profession was serious business. They were all men of high ideals, and their ideals were translated into the early codes of architectural practice that have guided American architects for a hundred years.

There is no need to trace the history of our Institute's first century; the milestones of our past are well known to most of us. Besides, it is obvious to anyone familiar with the architect's function in society that we would be remiss if we did not do more in this Centennial year than talk about our pride in the glories of the past, for it is the nature of the architect to be thinking about the future. His problem is not merely one of providing shelter; we are no longer a pioneer society. Simple expediency in building is a hang-over from our pioneer days. Unfortunately, many people still think in terms of expediency—the quickest, easiest, and cheapest way to build. This, in the long run, causes us much grief and empties our pockets of often ill-spent money, for it inevitably is not only unsatisfactory but ruinously expensive. If proof of this is needed, one need only look around.

The architect's task today lies in planning for the human environment of the future. We have learned how to live longer, breed at a faster rate, and consume more goods. Our technology is moving forward with such breath-taking speed that the future has become part of today. A mountain range, a foreign tongue, even an ocean, no longer separate people. They must live together, whether they wish it or not. The fact that a decision made in a faraway Asian capital today may affect our lives tomorrow has been brought home to us with dramatic force by the whirlwind movement of international events.

Left to right: Rev. Father Charles T. Bridgeman, S.T.D.; Edgar Williams, F.A.I.A.; President Leon Chatelain, Jr., F.A.I.A.; Edmund R. Purves, F.A.I.A.; Dr. John Theobald, Deputy Mayor of New York



Yet the very environment in which our lives are shaped and spent is deteriorating because of pressures which presently seem almost beyond control. The movement seems slower and less dramatic than the threats of conflicts abroad, because we seldom read about it in our newspapers. For all of this, however, it is just as important.

In this Centennial year of our professional society, we can see that we are being slowly strangled by a creeping paralysis of our cities and towns. The population of the United States has grown to 170 million persons. By 1975, we are told, it will reach perhaps 228 million. We are living to an older age. At the same time, our birth rate is expanding. The average family has two children. Yet the number of families with three or more children has doubled in the past twenty years.

In the years which followed World War II suburban growth was accelerated. People who were earning larger incomes began buying more and home homes. Industry followed its workers to the suburbs. The automobile which made the whole process possible has become a symbol of tyranny as well as a device of convenience. Now even our suburban schools are inadequate to meet the need. And our cities are congested to the point of choking.

Actually, the word "city" is nearly an extinct term. So it is with the oft-repeated phrase "flight to the suburbs." For the "suburb" itself, in the original meaning of the word, is disappearing. Instead, we have developed into a nation with a score of massive urban mushrooms. These have overlapped to the point where for example there is a huge urban ribbon—600 miles long—extending from Boston to Fairfax County, Va. This huge belt is spreading westward to Chicago and Kansas City.

Some say that the city centers are dying; that they are little more than decaying nerve centers. I would like to say that I believe that no organism can live without its nerve center, and that the preservation and restoration of these nerve centers are of vital concern to all of us. In Philadelphia, Pittsburgh, St. Louis, New York, San Francisco and other large urban centers, something is being done about this decay. It is heartening to see what private groups and government on all levels have done to halt the decline and infuse new life into these centers by clearing blighted land, providing better housing, and slowing the desperate struggle of people to get farther and farther from the city heart. Yet this condition of blight is not confined to the cities. It affects many thousands of smaller communities throughout the nation, many of whose citizens feel powerless and financially unable to remedy the ills of a haphazard, crazy-quilt expansion of their municipalities.

There is, I think, an important point to be made here. It is this: Municipal borders and state lines have come to mean very little. Sewer and water lines, the need for efficient police and fire protection, the problems of building enough homes and schools, and the fixing of traffic routes, don't end with city boundaries. In some sections of the United States—namely the South and West—efforts have been made to solve these basic administrative problems by annexation—the process of swallowing up more and more territory and governing more people. The federal government has launched a multi-million-dollar highway program. Yet public hearings must be held in every state, city, and township whose borders are to be crossed by these new federal roads.

I believe that there is another way. It is federation. I do not believe that the federal government can or should assume control of the development and redevelopment of our communi-

ties. This is not the way of America. At the same time, we know that many of our simplest problems of providing community facilities for our growing urban areas cannot be solved by individual local governments working in opposition to one another, or at best heedless of one another.

There must be long-range planning. Without it, we can do nothing. It has been proposed that millions of dollars of federal money be appropriated for the nation's public schools. It is needed, of course. But all the money in the world won't correct our school-building problems. We must find a way to set up long-range building programs—whose targets can be adjusted from year to year—so that school boards can emerge from the perpetual atmosphere of emergency and begin planning ahead of the immediate need.

This applies, on a broad scale, to all our problems of improving our shabby or inadequate community facilities. In order to establish a procedural basis for getting this done, I suggest that we need large federations of local governments, working together voluntarily on public problems which bridge their boundaries.

Call it, if you will, a new layer of government. This informal federation of local governments is working in a number of areas today. Planning commissions work out agreements for mutually-financed public parkland, sewer and water facilities, and recreational centers. This reasoning and working arrangement, I believe, also must apply to urban renewal programs and to the vitally-important integration of urban redevelopment with the building of new highways. The two cannot be planned separately.

There is one further element in finding a way to cope with our national redevelopment problems. It is citizen support. Public support is a tired-sounding phrase; perhaps because it has been spoken too lightly for too long to too many people. This is too bad, because nothing will work without it. When the need for such support is pressed on people determinedly, they often turn and say, "All right, just tell me what I can do?"

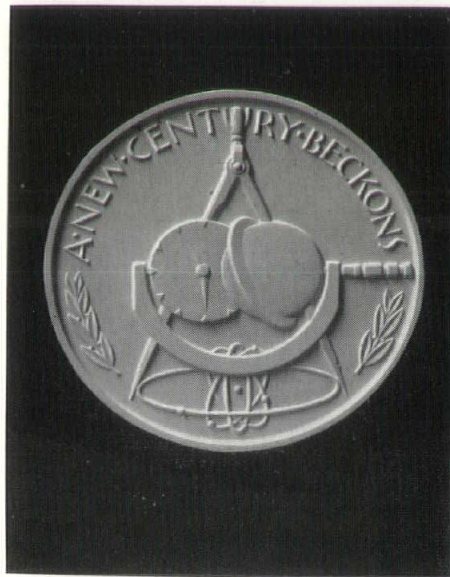
This is what can be done. And for the moment I am addressing all thinking Americans. If you want to protect the future of your community, you can learn about and even get onto the governmental bodies and boards which are very important—the planning commission, the board of zoning, the housing and redevelopment authority. You can get your civic, service, and fraternal clubs interested in your community problem. You can describe the implications of the problem to your newspapers and enlist their support. You can contact your community leaders in all occupations. For technical and professional help, you can seek the continuing advice of your architects.

Now let me speak for all of the 12,000 members of the American Institute of Architects: We are interested in this problem. We have been trained for it. We want to help. We will serve on public committees. It is only through these committees that the public is organized and the various levels of government are brought together in common focus to clear a slum, ease traffic congestion, erase blighted areas, and build better schools.

This is a huge economic problem, yes—but it is more than that. It is a moral, educational, cultural and spiritual problem too. As such, it demands the efforts of your government, your educators, your doctors, your ministers—and, most of all, the ordinary citizen who affects—and is affected by—the environment in which we all must live.



Bronze Centennial Commemorative Medal 2 3/4" dia. Sidney Waugh, Sculptor



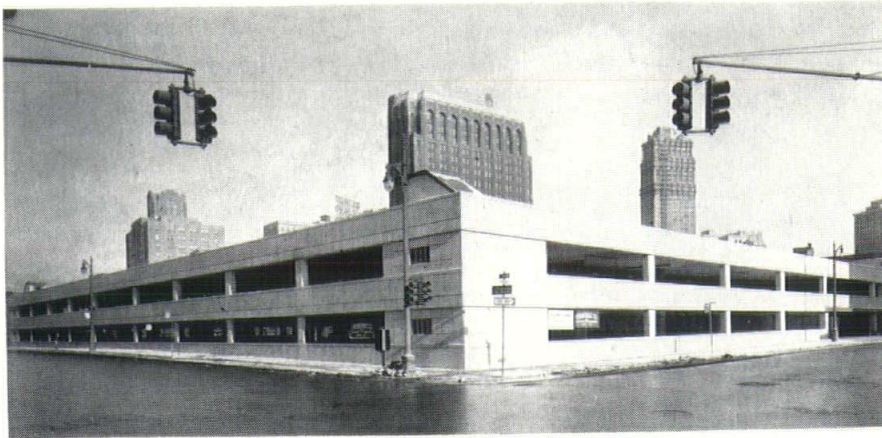
Reverse side of Centennial Commemorative Medal



Left to right: Wallace K. Harrison, F.A.I.A., of New York, representing the Commission of Fine Arts, Washington, D.C.; Mrs. E. James Gambaro, New York; Glenn Stanton, F.A.I.A., Portland, Oregon, former President of A.I.A.

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(See Pages 52-53)

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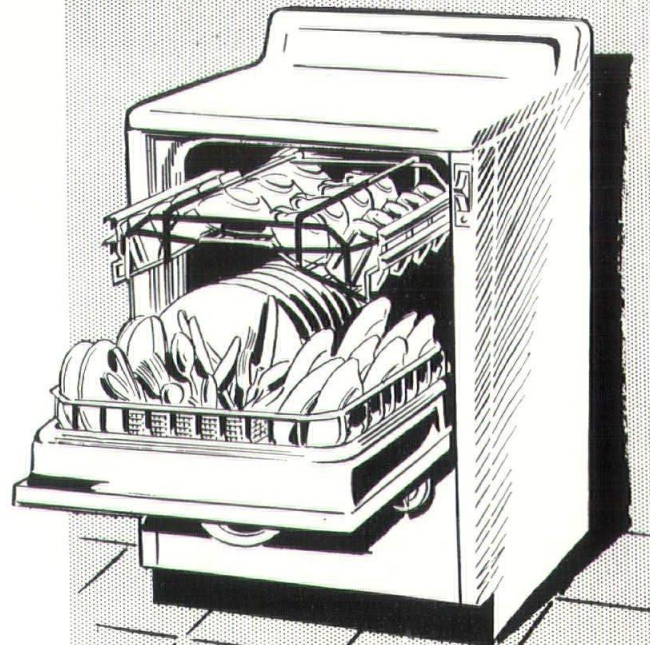
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Kitchen and Dishwashing Machines*



KitchenAid

The Finest Made...by



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NEWS

(Continued from Page 11)

CONSUMERS POWER COMPANY has retained Giffels & Vallet, Inc., L. Rossetti Associated Engineers and Architects for restoration and completion of the Company's general office building on Parnell Road, Jackson, Michigan, it is announced by Dan E. Karn, Consumers president.

The partially completed structure collapsed suddenly on October 3, 1956, killing ten construction workers and injuring 17 others.

As a first step, the firm of Spencer, White & Prentiss has been engaged to shore up the four floors that remain standing, Karn said, and he added that the architects and engineers will then make further studies to determine what needs to be done in the way of repair and reinforcement.

The tragedy prompted a number of investigations as to the cause of the collapse, including one by a special committee appointed by Michigan's Governor, G. Mennen Williams. None of these committees has reported as yet.

EBERLE M. SMITH ASSOCIATES, INC., Architects and Engineers, of Detroit will be featured on the television program, "Industry on Parade," sponsored by the National Association of Manufacturers, reaching an estimated 140 million viewers in the United States and foreign countries.

As the result of a recent Detroit News Roto Magazine feature, a New York film crew was in Detroit for several days, shooting a story about school building models, at the Smith office, to show what a building will look like and cost. These models are made even before the working drawings, in order to study the projects.

"Industry on Parade" is on WWJ-TV, Detroit, each Saturday morning at 9:00 o'clock.

New York

COLUMBIA UNIVERSITY has acquired the original drawings and plans for Saint Patrick's Cathedral, New York City.

Consisting of fifty-six well-preserved drawings and designs by Architect James Renwick, Jr., a graduate of Columbia College in 1836, the collection was acquired from Mr. and Mrs. James A. Leftwich of La Jolla, California. Mrs. Leftwich, the former Ilka Renwick of Lambertville, New Jersey, is the daughter of the late William Whetten Renwick, the nephew and later partner of James Renwick. Columbia is also the repository for other Renwick materials.

ARTHUR CORT HOLDEN, F.A.I.A., has been awarded the Medal of Honor

of the New York Chapter, A.I.A. Mr. Holden was president of the chapter in 1944. He has been honored for his work in housing and his contributions to architecture and city planning, according to Robert W. Cutler, Chapter president.

Mr. Holden's firm is Arthur C. Holden & Associates.

CONSTRUCTION SURVEYORS INSTITUTE, will hold its 31st annual conference in Washington, D. C., at the Hotel Washington on May 13, 14, and 15, 1957, to discuss cooperation with architects, engineers, designers, specifiers, contractors, subcontractors and appraisers, for improving the efficiency and economy of construction practice. For additional information write to G. Szmak, Executive Secretary, Construction Surveys Institute, 101 Park Ave., New York 17, N. Y.

Ohio

JOSEPH M. LYLE, of the firm of Hake & Hake, architects, is the new president of the Cincinnati chapter, A.I.A.

Officers re-elected were Harold Goetz, vice president; Benjamin Dombar, secretary; Bernard Shorr, treasurer. E. C. Landberg was named as a new director.

South Carolina

W. E. FREEMAN, JR., of Greenville, S. C., has been elected president of the Clemson Architectural Foundation. The non-profit organization, sponsored by the South Carolina Chapter A.I.A., is for the promotion and the improvement of architectural training and education in South Carolina.

The Foundation raised approximately \$30,000 last year to be expended primarily in offering financial aid to the School of Architecture at Clemson College.

Since the Foundation's organization, and primarily because of the expanded activities now possible at Clemson through Foundation aid, the college received official national accreditation last year for the first time. The department at Clemson is the only accredited school of architecture in South Carolina.

Washington State

ALBERT O. BUMGARDNER, treasurer of the Washington State Chapter, A.I.A., has been appointed architectural adviser to the Pacific Architect and Builder, according to Robert E. Koehler, editor. Mr. Bumgardner will head an advisory board set up to review projects submitted to the magazine. The publication covers Washington, Oregon, California, Idaho, Montana, Alaska and Hawaii, and is published in Seattle by Pacific Builder & Engineer, Inc.

Utah

CANNON, SMITH AND GUSTAVSON, Salt Lake City firm, has been selected as architects for a new residence for Utah's governor.

The residence is to be located on a four-acre tract owned by the state.

Georgius Y. Cannon, A.I.A., a specialist in residential architecture for the firm, is expected to design the building.

West Virginia

C. E. SILLING, F.A.I.A., Charleston architect, has been appointed Chairman of the national committee on Modular Coordination, which was organized under the auspices of the American Standards Association.

The four sponsors of the seventeen-year old committee are the A.I.A., Associated General Contractors of America, National Institute of Home Builders and the Producers' Council.

Mr. Silling is one of the pioneers of modular coordination. One of his famous modular projects is the \$15 million West Virginia University's medical center.

The ASA sectional committee is continuing the task of developing additional American Standards for dimensional coordination. Architectural Forum has estimated that complete modular coordination would save the U. S. building industry more than a billion dollars a year.

In Memoriam

EDGAR W. BUENGER, A.I.A., 59, in his home city of Rochester, Minn., on March 10th.

MAX O. BUETOW, A.I.A., 65, in St. Paul, Minn., on Feb. 23rd.

ROBERT C. FLETCHER, 88, at his home in La Grange, Ill., on Feb. 2nd.

WILLIAM R. GRANT, in his home city of Seattle, Wash., on Feb. 22nd.

RAPHAEL HUME, A.I.A., 63, in Mexico City while on vacation, Feb. 17. He was a resident of Stamford, Conn.

LOUIS E. JALLADE, 81, of New York City, on Feb. 26th.

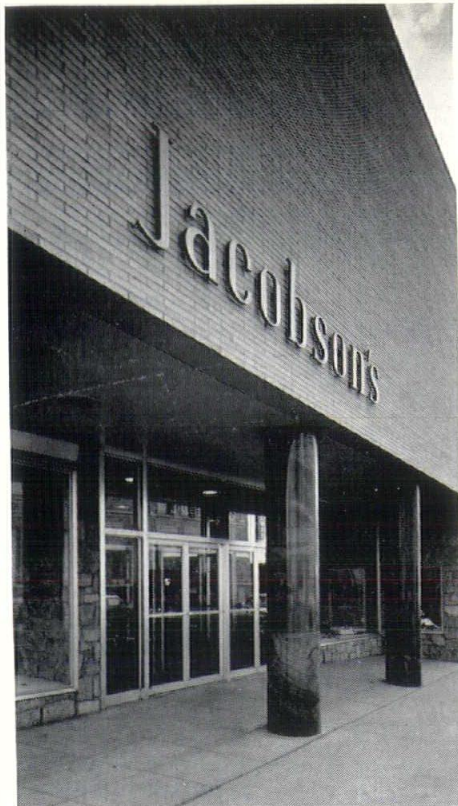
WALTER, T. LENTS, 73, in his home city of Indianapolis, Indiana on Feb. 12.

ARCHIBALD G. MONKS, 78, in his home city of Weston, Mass., on Feb. 6th.

HARRISON GEORGE OVEREND, A.I.A., 65, in Wichita, Kansas, on Feb. 28th.

FRANK RIHA, 58, in Los Angeles, Calif., on Feb. 18th.

HEATHCOTE M. WOOLSEY, 73, while visiting in Beaufort, S. C., of Feb. 7th. He was a resident of Kent, Conn.



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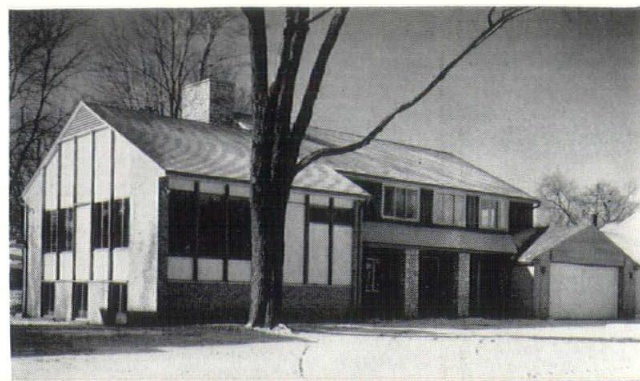
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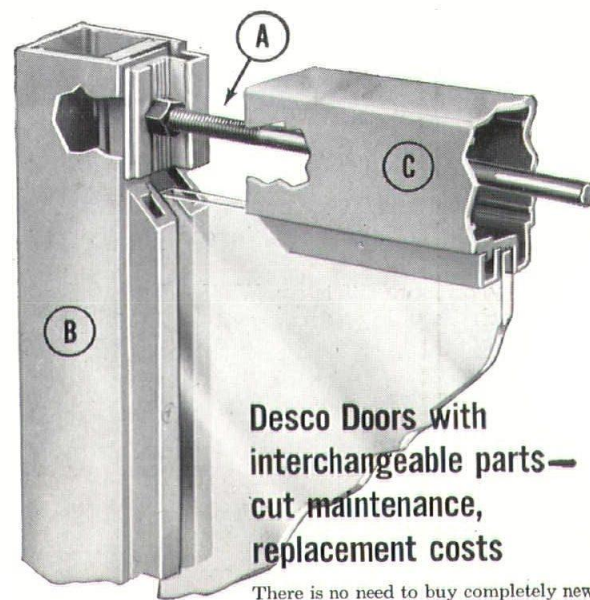
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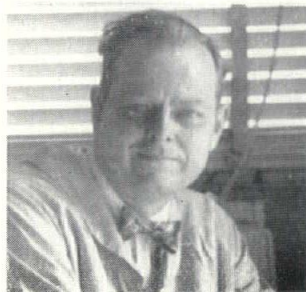
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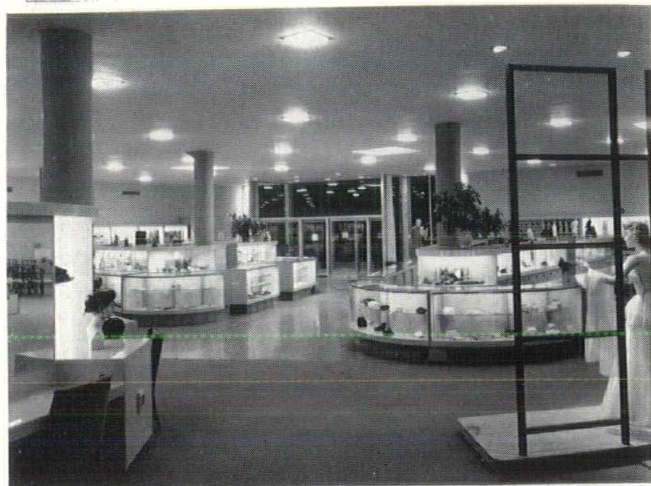
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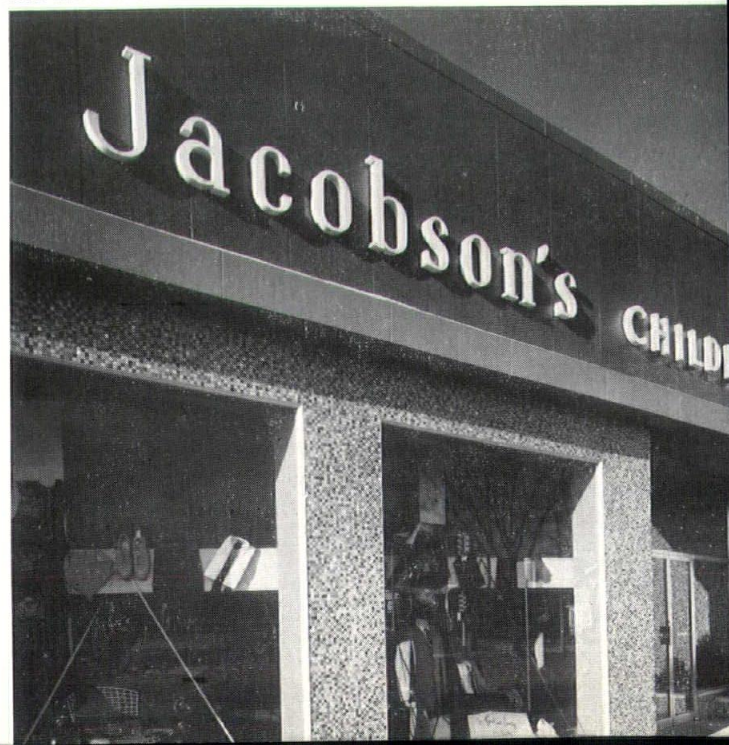


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JACOBSON'S
CHILDREN'S SHOPS
BIRMINGHAM, MICHIGAN

TEEN-AGE
GIRLS SHOP



BELOW: YOUNG BOYS SHOP
BELOW, RIGHT: SHOE SHOP

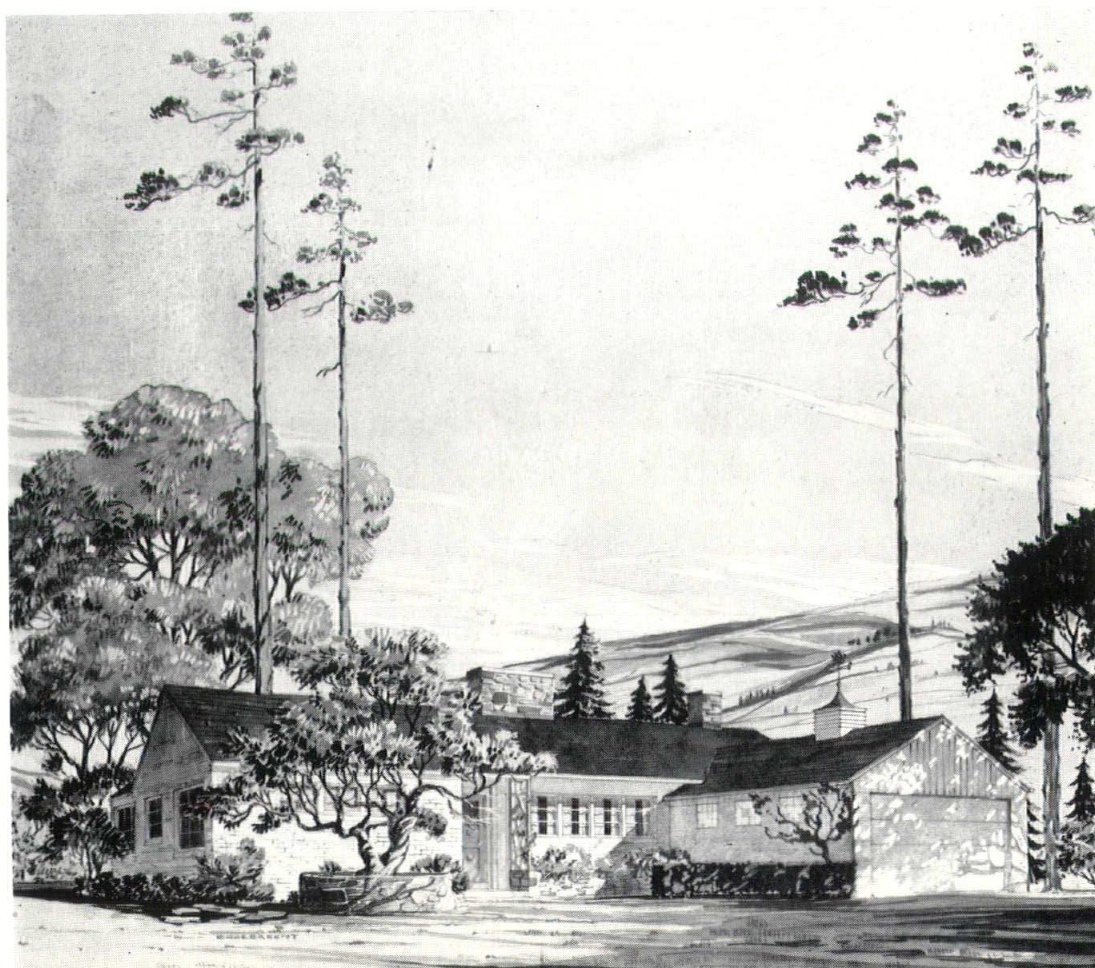




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Sketch by William Eggebrecht

April '57 Monthly Bull



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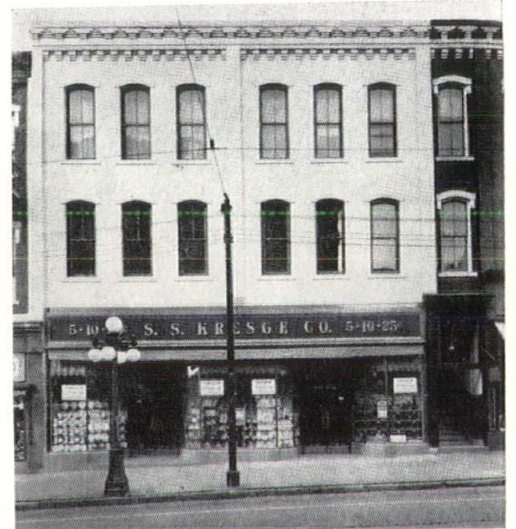
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BROIDA
PARKERSBURG, WEST VIRGINIA

BELOW: BEFORE ALTERATIONS



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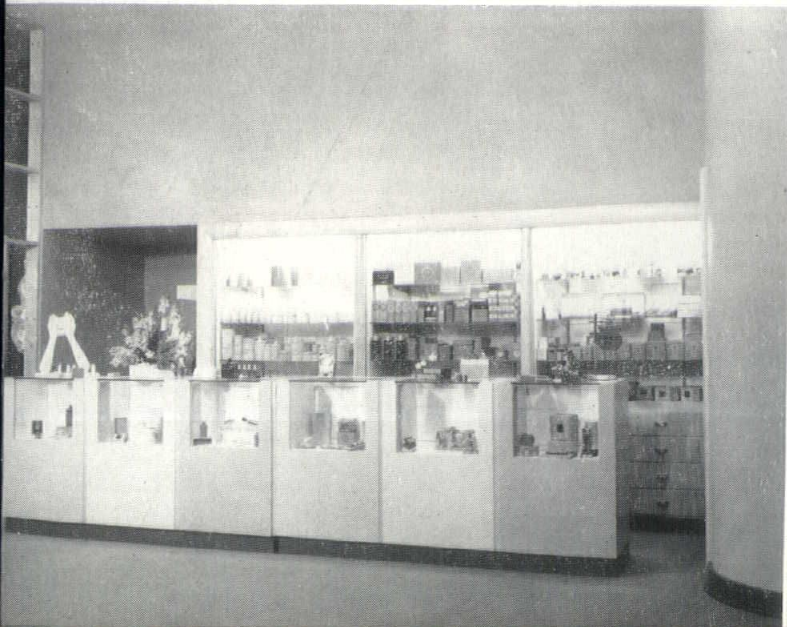


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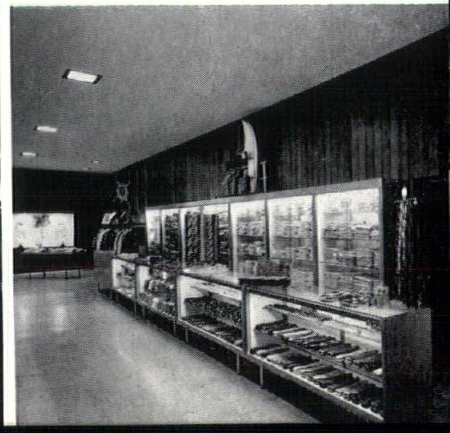
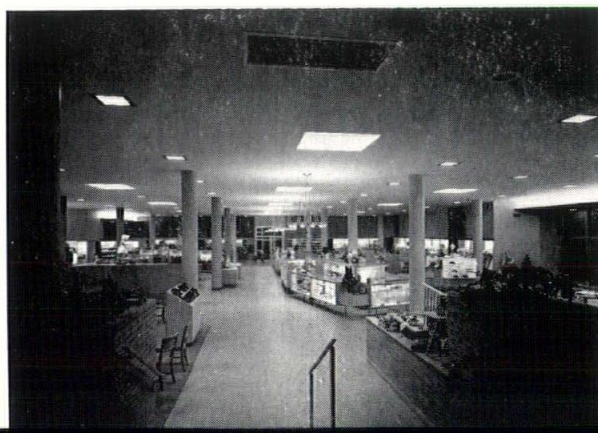


JACOBSON'S
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CHILDREN'S SHOP

MEN'S ACCESSORIES



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& STATE BUILDING
ANN ARBOR
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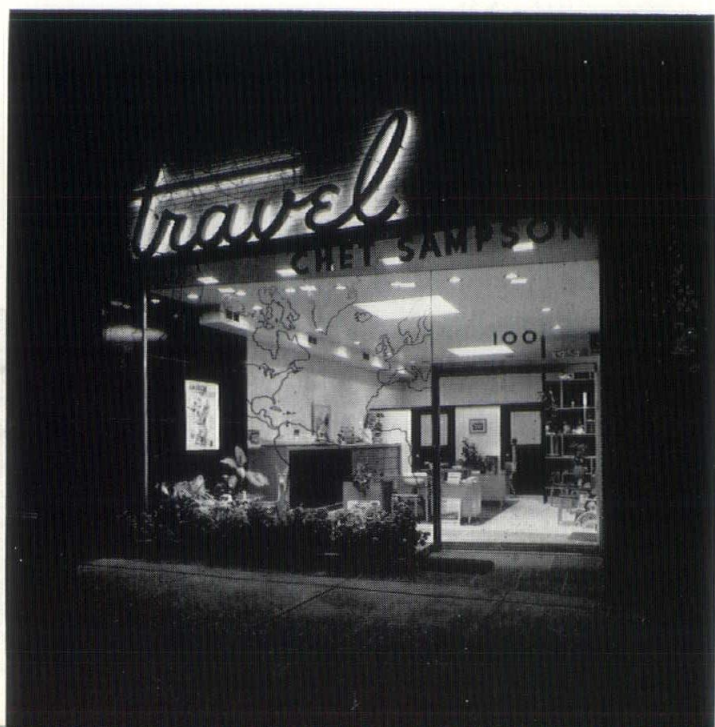
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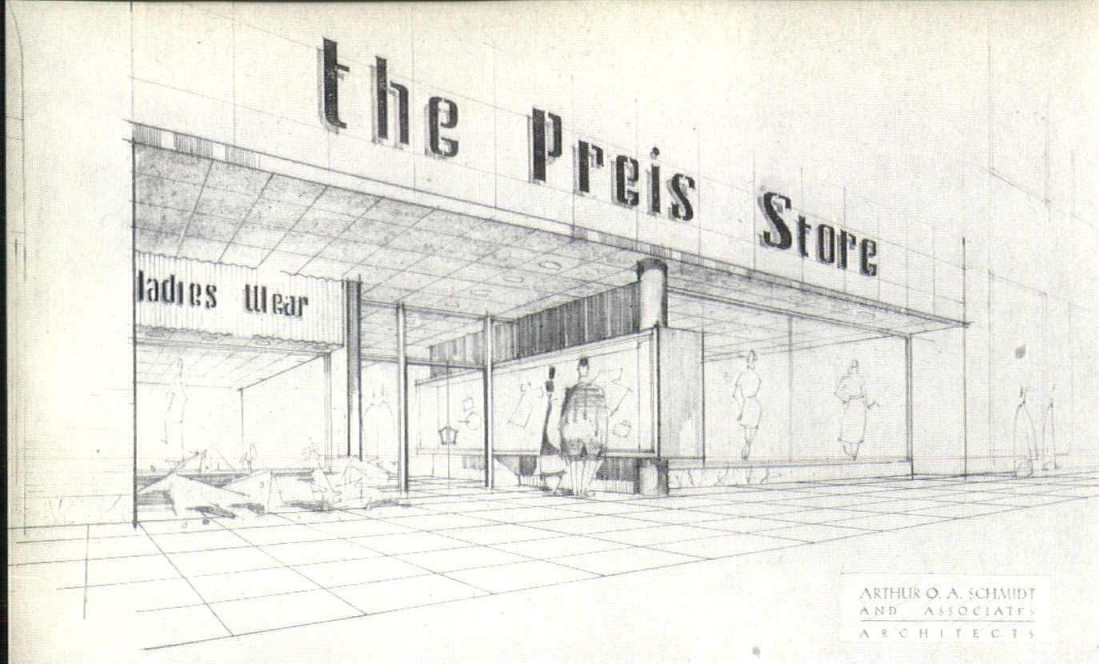
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Detroit Edison Photo

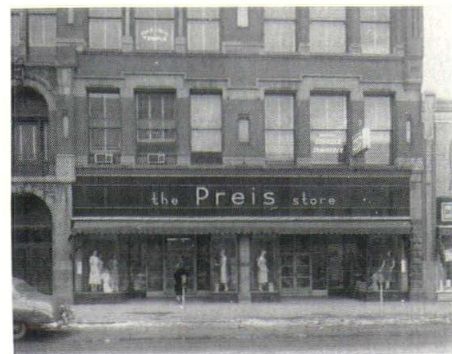


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BELOW: BEFORE ALTERATIONS



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GRAND RAPIDS, MICHIGAN

BELOW: BEFORE ALTERATIONS



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BELOW: BEFORE ALTERATIONS



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JACOBSON'S HOME DECORATIVE SHOP
GROSSE POINTE, MICHIGAN





Lens-Art Photo

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GROSSE POINTE, MICHIGAN

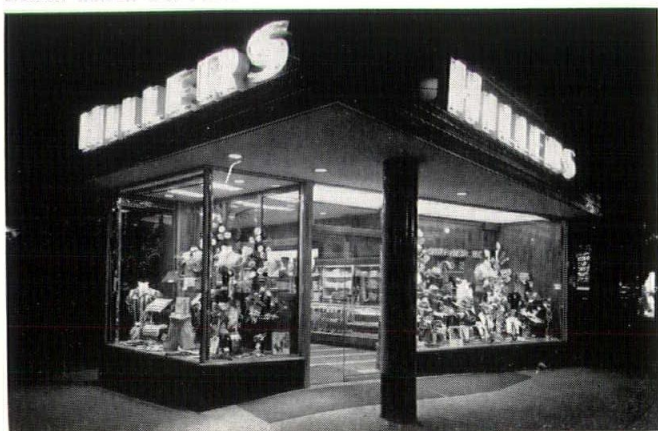


THE STYLE SHOP, HUNTINGTON, WEST VIRGINIA



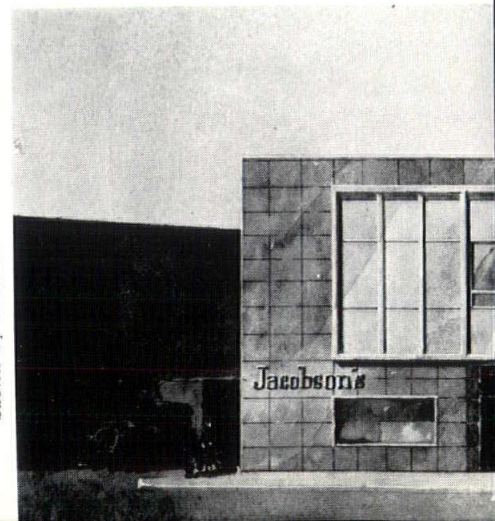
JACOBSON'S, GROSSE POINTE, MICHIGAN

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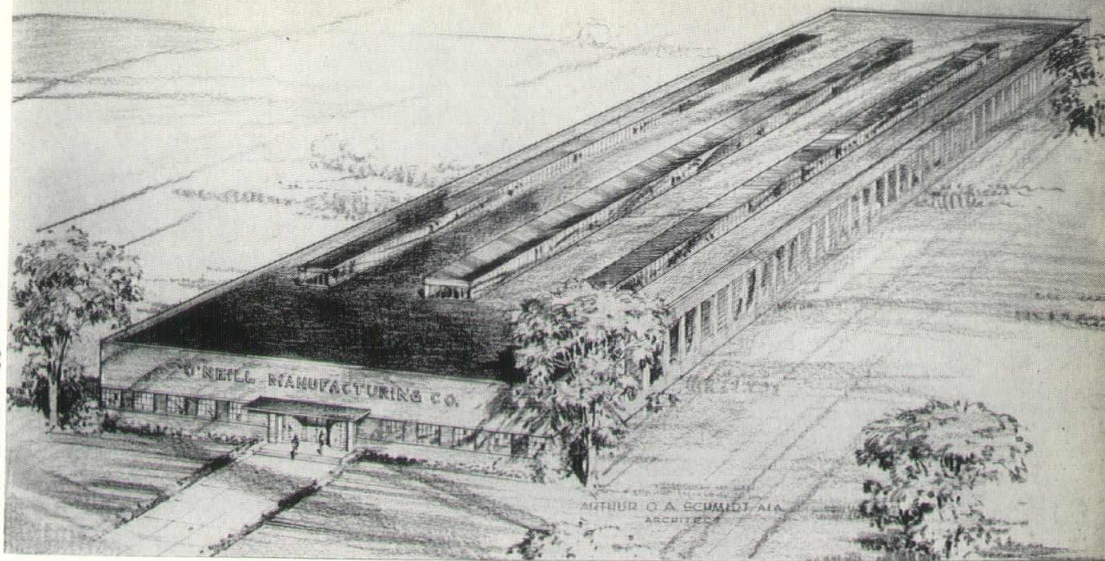
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Sketch by R. R. Hurel

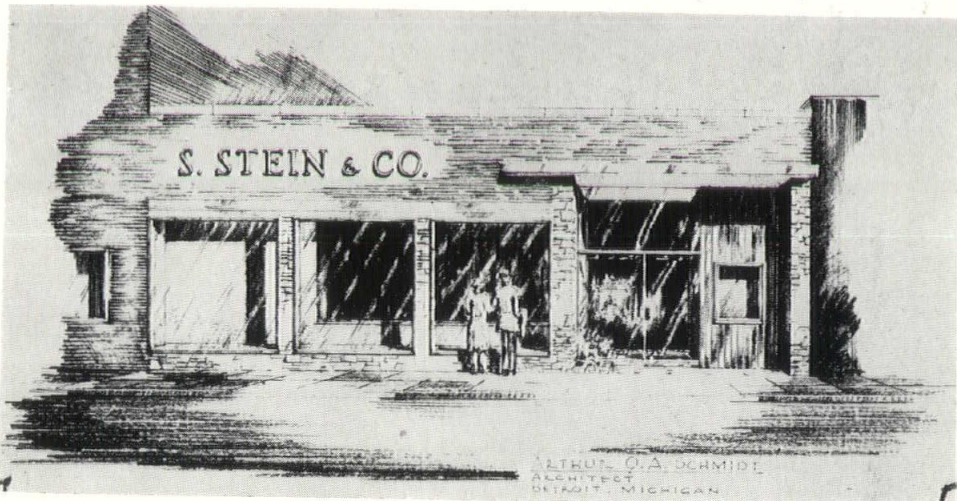


PROPOSED FACTORY BUILDING
DETROIT, MICHIGAN

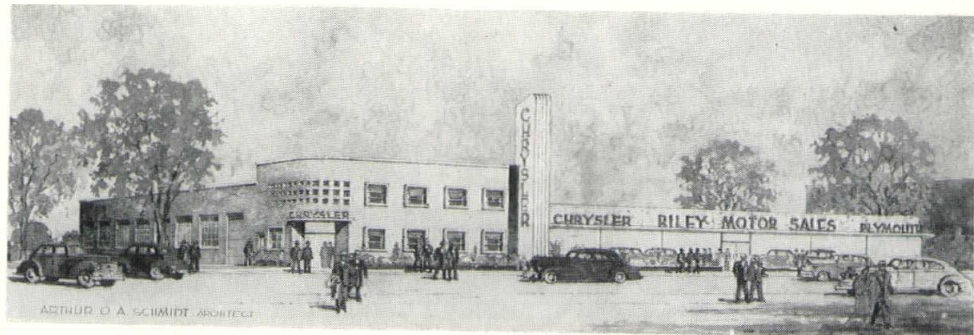
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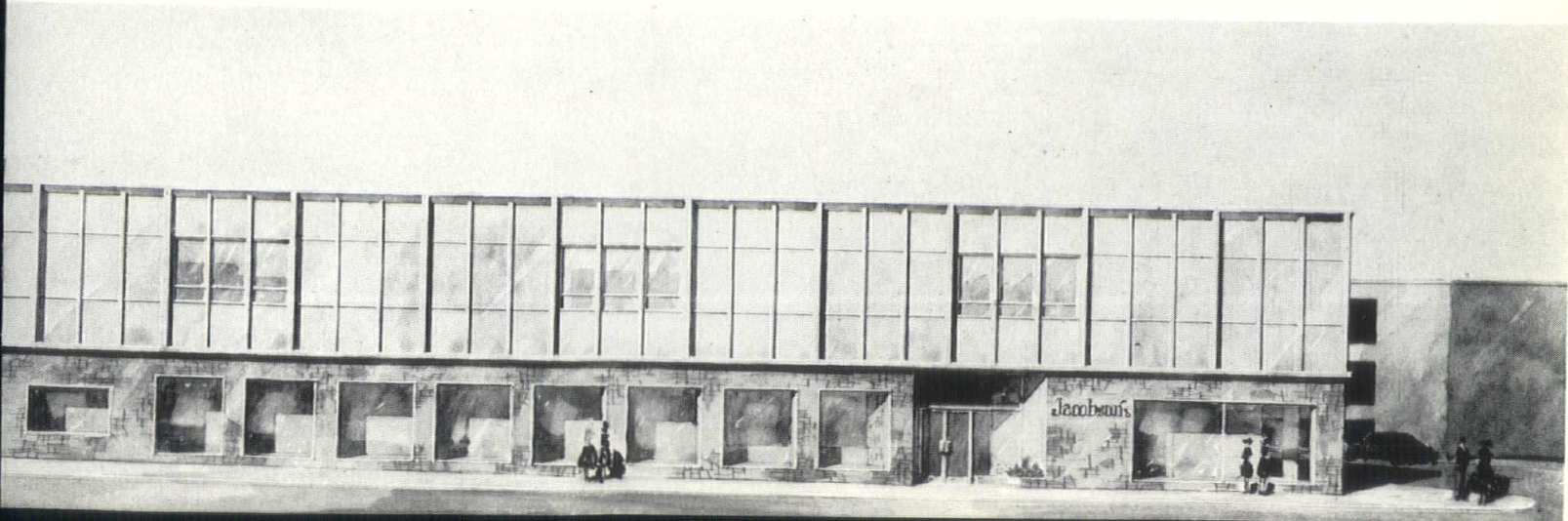
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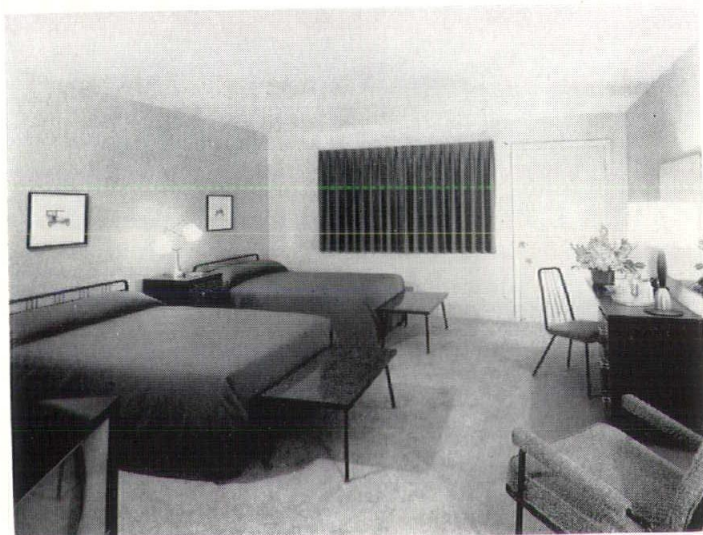
BELOW:
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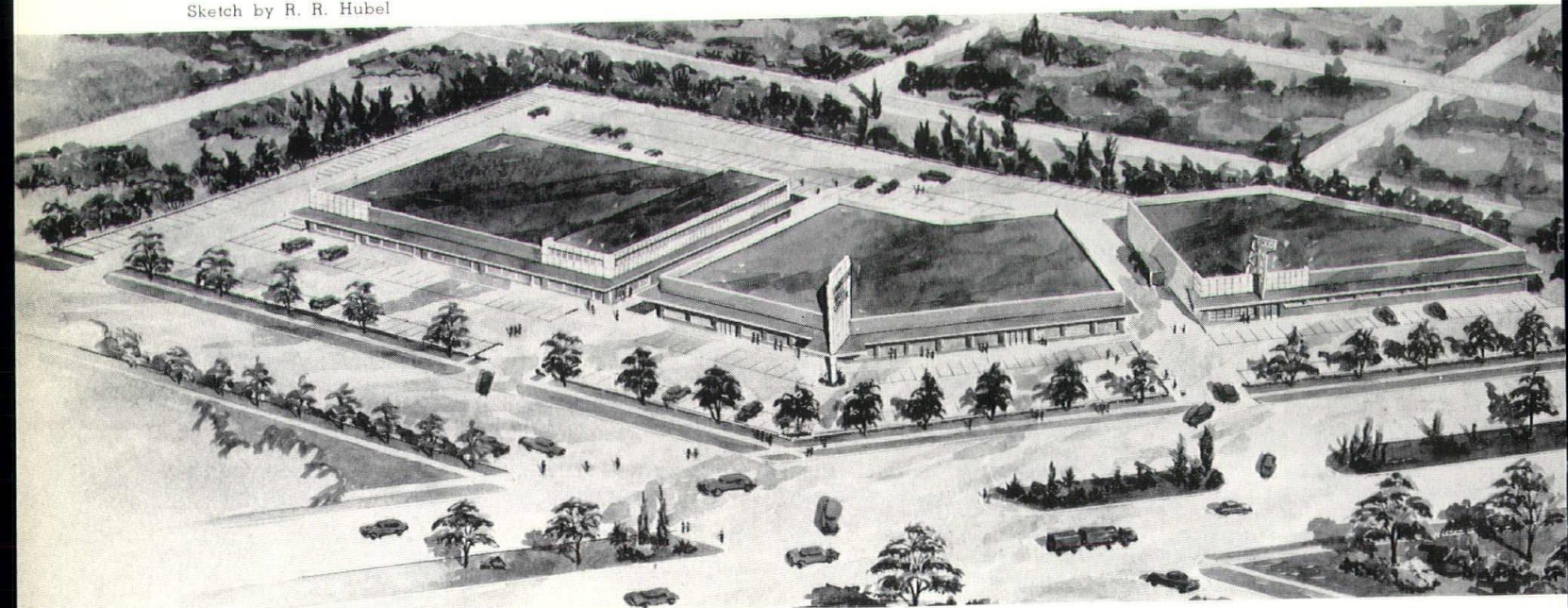
AUTORAMA MOTEL
FLINT, MICHIGAN



TYPICAL BEDROOM

Sketch by R. R. Hubel

PROPOSED REGIONAL SHOPPING CENTER
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MSA

1957

CONVENTION

FRED N. SEVERUD, structural engineer of New York City, was the principal speaker at the Michigan Society of Architects' 43rd Annual Convention at Detroit's Hotel Statler, March 13-15.

Speaking Thursday evening on "The Increasingly Important Role of the Engineer in Modern Architecture," Severud said that economy has become the master of the designer to the detriment of good architecture, and he added:

"One of the most phenomenal examples of architecture and structure is the spider web. It's grace, elegance and structural genius are unmatched by anything that man has done. I was going to add 'or ever will do,' but thought better of it because there is a difference between the spider and man; the spider has gone as far as he can. If he is disturbed during his spinning, he can't continue, but must start all over again.

"Not so with man. He can learn from one experience to another and reason himself into improving his method.

"But, he has a long, long way to go. At least he is on his way, because lately spider-web principles have been introduced into our building techniques, and have created such enthusiasm that within a comparatively few years the 'spider web,' or hanging structure, has become one of the leading media for roofing large areas."

Severud, distinguished as a writer and lecturer, as well as a consulting engineer, is an exponent of the newer methods of construction, such as thin-shell, lift-slab and pre-stressed concrete design.

At the Annual Awards Dinner, just prior to Mr. Severud's address, Emil Lorch, F.A.I.A., of Ann Arbor, was presented the Society's 1957 Gold Medal. The Medal is awarded to "a person of esteemed character who has rendered the profession of architecture signal and valuable service and has conspicuously upheld its aims." It is the highest honor the Society can confer. In presenting the Gold Medal to Prof. Lorch, Adrian N. Langius, F.A.I.A., Society Director, said:

"I am pleased because the Board of Directors selected me to confer tonight the highest honor of the Society.

"The honor, signified by the Gold Medal, is conferred only for special achievements and special contributions to the profession of architecture.

"I am pleased also because tonight's recipient is loved and respected not only by me but by so many others and is one to whom most of us owe so much.

"I know of no greater thrill than is mine, a former average student, to be able to present his former, far better than average professor, this citation and award to a magnificent person—Emil Lorch, Fellow of The American Institute of Architects."

Professor Lorch's citation read:

Doctor of Architecture and Fellow of The American Institute of Architects, a thorough educator, a true historian and a worthy associate.

In 1906, at 36, First Head and First Professor of the Department of Architecture at the University of Michigan; his leadership and intellectual acumen created the College of Architecture and gave it position with other great colleges of the University. His vision and courage gave it early rank as a progressive school in which he supplanted dead roots of the orders with fertile seeds of Sullivan and contemporaries.

His constructive influence helped to write the Michigan Registration Law for Architects, helped to organize the National Council of Architectural Registration Boards and helped to found the Association of Collegiate Schools of Architecture.

His tireless spirit helped to record and preserve many important historical structures, his practical and discerning talents planned projects of merit and magnitude; his sincerity, his selflessness and his countless contributions to the benefit of architects and architecture everywhere have never ceased to stimulate and to inspire reverence for the past, recognition of the present and exploration into the future.

At 86, within the golden stage of a bountiful and useful life, he continues to exemplify the Centennial Year Theme of The American Institute of Architects—"A NEW CENTURY BECKONS."

For all these and more, the Michigan Society of Architects presents to this loyal and distinguished member the GOLD MEDAL, the highest honor with in its authority to bestow.

C. Allen Harlan was awarded the Society's Honorary Membership "for outstanding service to the Society and the profession over a period of at least ten years."

Mr. Harlan's citation read:

"In an age when our world is beset with many problems, we pause to recognize one who is gifted in the social amenities. He is many things to many people: Christian gentleman, public servant, good citizen, good neighbor and friend. What he has believed he has

preached, and what he preached he practiced. He has done more honor to our profession than we will ever be able to do to him. For these and for the many other notable phases of his long, self-effacing service to the architectural profession, to the building industry and to the public, The Michigan Society of Architects is proud to award its Honorary Membership to C. Allen Harlan."

In accepting the award, Mr. Harlan said,

"Behind every successful man there is a woman. In this Ballad I thought William Watson captured perfectly the lady in my life:

O, like a queen's her happy tread,
And like a queen's her golden head!
But O, at last, when all is said,
Her woman's heart for me!

We wandered where the river gleamed
'Neath oaks that mused and pines
that dreamed.
A wild thing of the woods she seemed,
So proud, and pure, and free!

All heaven drew nigh to hear her sing,
When from her lips her soul took wing;
The oaks forgot their pondering,
The pines their reverie.

And O, her happy, queenly tread,
And O, her queenly golden head!
But O, her heart, when all is said,
Her woman's heart for me!

Mrs. Lilian Jackson Braun received the Society's 1957 Journalism Award:

"For distinguished editorial accomplishment in furthering public understanding and appreciation of art and architecture, we hereby pay tribute to an outstanding journalist and her newspaper. No one within our purview has served in this field more selflessly or with better purpose. Her dedication to the principles of good design are as broad as her friendliness, which apparently knows no bounds. Because of the excellence she has attained in editing the Living Section in Roto Magazine of The Detroit Free Press, The American Institute of Architects has twice awarded her First Prize in its national Journalism Competition, for the Best Feature Story on an Architectural Subject or Personality in a newspaper supplement or newspaper magazine. In recognition of her many valuable contributions to our profession, the Michigan Society of Architects is honored to present its 1957 Journalism Award to Mrs. Lilian Jackson Braun and The Detroit Free Press."

Nine architectural and engineering draftsmen received cash awards for their entries in the Society's competition and exhibition at the Convention, sponsored by the Michigan Blue Print and Reproduction Association. Edward R. Strnad, President of the Association made the presentations to: Three from the office of Albert Kahn Associated Architects and Engineers, Inc.: Kenneth W. Davis,

(Continued on Page 37)



Seated, left to right: Mrs. George Y. Masson, Windsor, Ontario; Mrs. William H. Odell, Mrs. Ralph R. Calder, Mrs. Talmage C. Hughes. Standing: Ted Seemeyer, Ralph Calder, George Masson, Talmage Hughes and William Odell



Entertainment Chairman, Playwright Lyall Askew and Mrs. Askew, Mrs. Paul B. Brown and M.S.A. Convention Chairman, Paul Brown



Grand Finale of "The First Hundred Years" or "Up and Atom" patterned after Greek tragedy and authorized by Lyall Askew. Left to right: Fred Schoettley as M.C., Jim Hughes as "Architect of 1957," Lyall Askew as "Architect of 1857," Leonard Gussow as "Client of 1857," Chuck

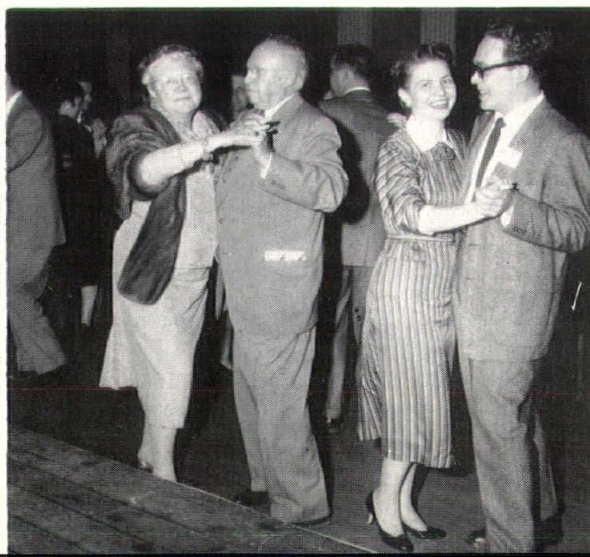
Sleeper as "Contractor of 1857," Joe Jensen as "Engineer of 1857," "Greek Chorus," Eva Fara, Bill Covey, Frank Johnson and Donna Klatt; Russ Lee as "Whistler's Mother" and Gene St. George as "Santa Claus." Not shown: Bill

Lindhout, costume director; Paul Brown, scenery designer; Ernie Dellar, choreographer; Carl Welti and Fred Ready, slide projectors, Frank North, spot lighter, of the Detroit Edison Co.; and Ted Seemeyer, stage director

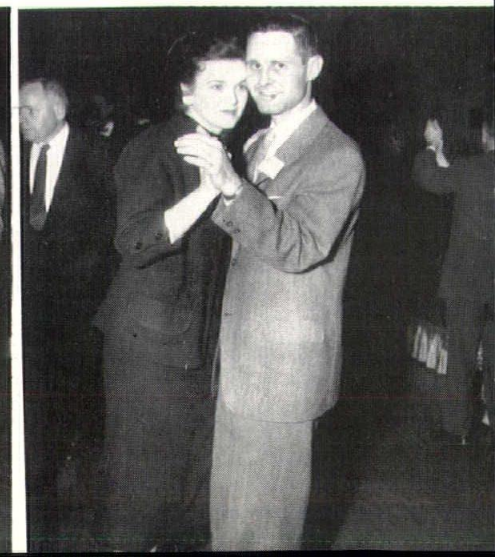
Mr. & Mrs. Earl G. Meyer, and in right background, Mrs. Elmer J. Manson



Mr. & Mrs. Ralph R. Calder; Mrs. William Carter and John Goodwin



Mr. & Mrs. Jack Monteith; in background, left: Russell Lee; right: Mr. & Mrs. Frank Greer





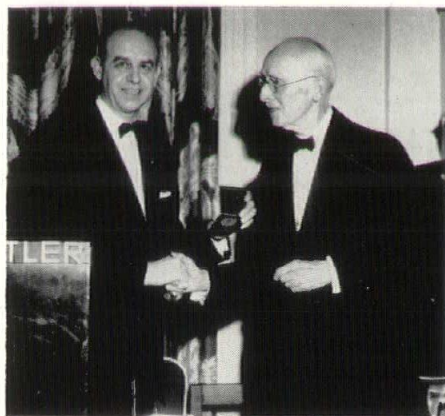
Two of the most distinguished couples at the Convention were Mr. & Mrs. Adrian Nelson Langius of Lansing and Mr. & Mrs. Roger Allen of Grand Rapids



Frederick J. Schoettley MCing MSA Famous Players Awards. Left to right: MSA President James Morison, who presented Mink-Trimmed Certificate to Vice President Peter Vander Laan, Alumni Key to Vice President Frederick E. Wigen and Leather Medal to Director Elmer John Manson



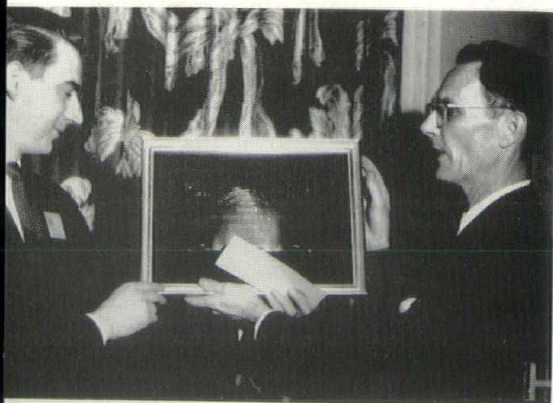
Frank Angelo, Managing Editor, Detroit Free Press, looks on as Lilian Jackson Braun receives MSA 1957 Journalism Award from MSA past President Elmer J. Manson



MSA Director Adrian N. Langius, F.A.I.A., presents MSA 1957 Gold Medal to Prof. Emil Lorch, F.A.I.A.



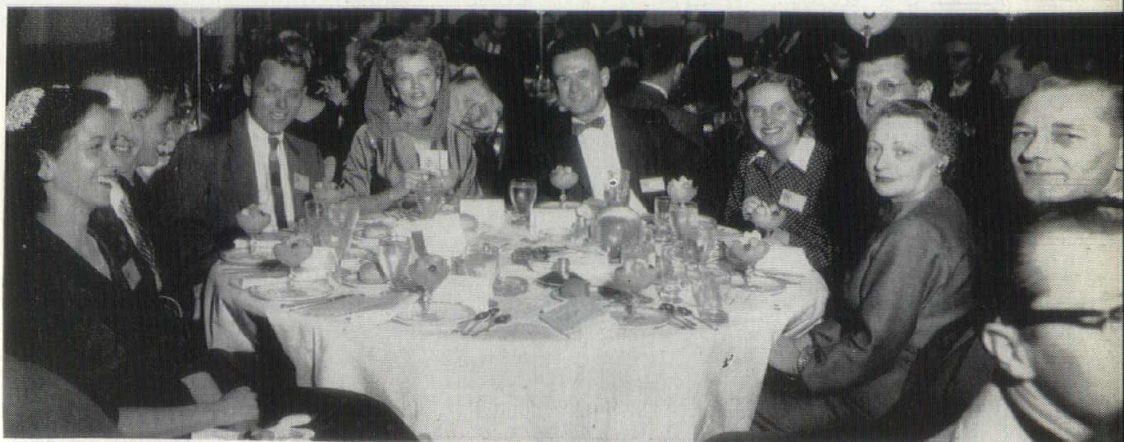
C. Allen Harlan receives MSA Honorary Membership Certificate from MSA Vice President Frederick E. Wigen



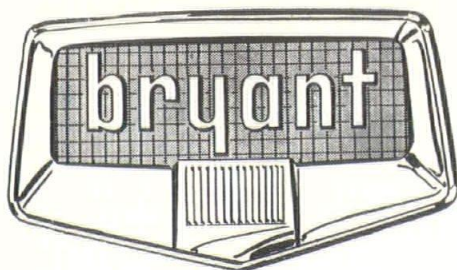
Rourke J. Haas, Jr. of King & Lewis, Architects, receiving Grand Prize Award and Certificate in Draftsmen's Competition from Edward R. Strnad, President of Michigan Blue Print and Reproduction Association

All photos by William E Bradley

Left to right: Mrs. John W. Jickling, William W. Lyman, Mrs. Robert S. Swanson, Robert Saarinen Swanson, Mrs. Harold Broock, John Ward Jickling, Mrs. William W. Lyman, Harold Broock, Mrs. J. Robert F. Swanson and Paul Engel



43rd MSA Convention Hotel Statler, Detroit, Mich. March 13, 14, and 15, 1957



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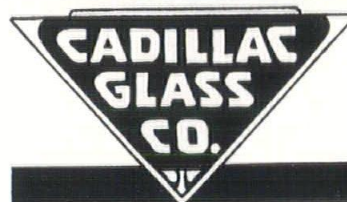
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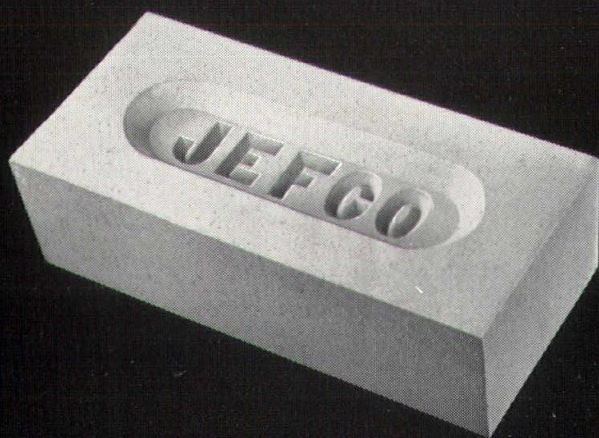


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FUN NIGHT

P. J. Landsay and G. R. Boersma; two from King & Lewis, Architects: Rourke J. Haas, Jr. (Grand Prize) and Arthur Carmichael, Jr.; two from Louis C. King-scott & Associates, Inc., Architects and Engineers: Nash Khayat and John R. Titus; Charles W. Andres, of James B. Morison, Architect and John F. Jones, of Giffels & Vallet, Inc., L. Rossetti.

Besides two ladies' luncheons and a visit to the Henry and Edsel Ford Auditorium, other features of the convention included a wonderful social program Wednesday evening, put on by the Society's Famous Players, a panel discussion on "Fees and Other Ethical Matters," and a seminar on "Mechanical, Electrical and Structural Coordination in Today's Architecture."

At the Michigan Building Industry Banquet, concluding the Convention Friday evening, attended by more than 1,100, Roger Allen, F.A.I.A., of Grand Rapids, was toastmaster, and Dr. R. C. S. Young, of the University of Georgia, spoke on "Our American Heritage."

The Society is indebted to many who helped to make the Convention a success, and a resolution to that effect was passed at the business session. In more or less chronological order, they are:

Paul B. Brown, as General Chairman, and his Convention Committee; the Women's Architectural League for assistance in publicity, registration, etc.; the Detroit Convention and Tourist Bureau for publicity and assistance in registration; the M.S.A. Famous Players for their excellent entertainment Wednesday evening; The Builders and Traders Exchange of Detroit for the cocktail party Wednesday evening; the Exhibitors who did so much to make the Convention possible; Mr. Arleigh Hichcock, Executive Director of the Home Research Foundation for his talk Thursday afternoon; Linn Smith and members of his panel Thursday afternoon; The Producers' Council, Michigan Chapter for cocktails Thursday evening; Mr. William G. Peck of Allen Organ Studios for organ music Thursday at the luncheon, cocktail party and dinner; Michigan Blue Print and Reproduction Association for providing cash prizes in the Drafts-men's Competition; Mr. Fred N. Severud, speaker Thursday evening; Thomas H. Hewlett, A.I.A. for conducting the tour through the Henry and Edsel Ford Auditorium; Clarence L. Rosa and his panel—J. S. Bobbio, R. A. Cuddie, L. J. Gussow and Frederick G. Stickel for an interesting discussion Friday afternoon; Paul R. Marshall and his Building Industry Banquet Committee; Roger Allen as toastmaster and Dr. R. C. S. Young, speaker at the Banquet; Hotel Statler for its excellent cooperation; the Press of Detroit and Michigan for their excellent coverage of the Convention; Co-sponsors of the Social Hour Wednesday evening: Century Brick Co., Pittsburgh-Corning Corp., George E. Fines, Inc., Panel Engineering Corp., Permaglaze Co.

'Twas the night before Convention, when all through the Statler Ball Room, highballs were stirring, and the call, "Author, Author" produced nary a mouse.

But that doesn't rhyme very well, so maybe we'd better leave the lyrics to—
LYALL ASKEW!

Fred Schoettley, as master of ceremonies, was supported by a distinguished cast of MSA Famous Players as the curtain went up on "The First Hundred Years; or Today, Tomorrow and Forever," a tragedy!

While the script was mostly in verse, it was generously interspersed with modes, episodes, music and repartee, so as to delight the audience. Fred also plugged the business sessions that were to follow: "How to Acquire a Fortune in Architecture without Cheating," "Are Ethics Unusual?" "For Fee or for Free, a Discussion of the Impact of the Free Sketch on the Economy, and How to Collect Without the use of Threats or Firearms."

"Friday 2:00 P.M. Seminar on Coordination Between the Architect and his Collaborators. They will discuss the subject, with one armed member from each camp. Clarence Rosa, referee. Conclusions expected to be reached: 'Why Architects, Clients and Contractors haven't changed in a Hundred Years.'"

As a preview of the Annual Awards Dinner, of the following evening, the Famous Players Leather Medal was presented to Elmer John Manson, "Who did, with great courage and reckless disregard for his own safety, guarantee a preliminary estimate, and did further enoble himself to the profession by becoming exposed to reprisal by publicly taking a stand against consumption of alcoholic beverages at M. S. A. conventions."

The Medal bears the inscription, "Nil Bastardum Carborundum," which, according to Fred, is translated roughly to be "Don't let the Bastards Grind you Down."

The M.S.A. Famous Players' First Annual Award for the ultimate in specifications went to Pete Vander Laan.

Some of his sample clauses:

"The contractor shall furnish everything shown and called for, shown and not called for, called for and not shown, indicated, predicted, and reasonably inferred, hinted at, suspected, thought of by the architect, all without additional expense to the owner.

"The architect will do all in his power to assist the contractor, check all shop drawings, taking no responsibility for dimensions, quantities, materials, size, shape, color, appearance or construction, except that anything added shall be deemed to have been figured by

the contractor in the first place, and shall entail no additional cost to the owner.

"The contractor shall agree to enter into the contract, which shall be deemed to be an open-end contract—open at both ends, one end for additions to the work without expense to the owner and the other end for deductions from the cost without deletions in the work."

The Famous Players Alumni Key was awarded to the architect most likely to be the Man of the Year—Mr. Frederick Elliott Wigen "For his sterling efforts to maintain the traditions of the second oldest profession."

Before closing the show, MC Schoettley stated that certain questions were bound to come up at the next morning's business session, and he forewarned his audience as to what they were likely to be:

"Why does the Entertainment Committee insist on putting on the same low-grade type of entertainment year after year at the Social Evening?

"Why does the Convention Committee entrust this affair to people who apparently wouldn't know a muse from a moose if met in broad daylight?

"Why can't the Master of Ceremonies read, and why can't Frank Lloyd Wright?"

THE "CHARACTERS"

Jim Huges, architect, 1957; Lyall Askew, architect, 1857; Len Gussow, client, 1857; Charlie Sleeper, contractor, 1857; Joe Jenson, engineer, 1857; Rus Lee, Whistler's mother; Gene St. George, Santa Claus; chorus—Bill Covey, Eva Fara, Frank Johnson and Donna Klatt.

Lighting by Frank North, Carl Welti and Fred Ready, of The Detroit Edison Company; stage director, Ted Seemeyer; choreography, Ernest Dellar; associate director, Neil Gabler; musical director, Russ Weaver; costumes, Paul Brown; stage sets, Bill Lindhout. SO ON WITH THE PLAY.

MASTER OF CEREMONIES, SCHOETTLEY:

We bring you now our tragedy,
Not Grecian but of later times.
Dim the lights and call the play,
Bring forth players, chorus, mimes.
The play's the thing, the characters
Are friends of yours and mine.

We hope this simple roundelay
Will help to pass the time.
Bring on the chorus of the play,
This chronical of other day.
Set the stage, present the parts,
Hail architecture, queen of arts.

CHORUS:

Enter now the architect,
A man of many parts:
Firmness, commodity, delight,
His work combines the arts.
Here he stands, to him all hail!
Age cannot wither, custom stale
The monuments of any age,
His monument, this artist sage.



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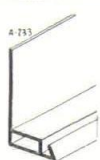
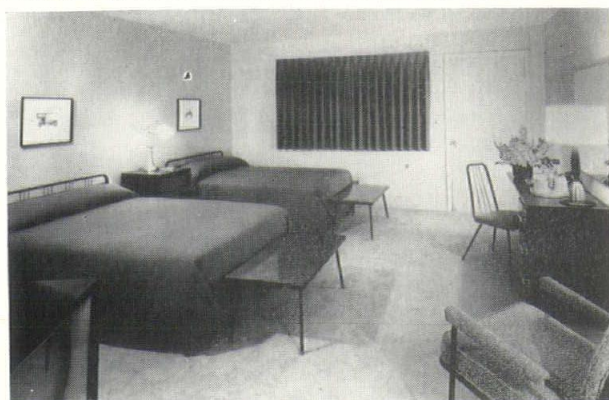
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ARCHITECT, 1957:

Good evening to you all, I say,
Greetings to the M.S.A.
A hundred years, the Institute
Was born and grew to great repute,
From thirteen men on that first day
To thirteen thousand men today.

As grew the art, the problems grew,
With each advance some problem
new.

Some times I think that we are fated
To all go nuts, so complicated
Are the myriad branching arts
That from our own so quickly start
And soon grow large, assume po-
sition,
Importance needed for commission.

Sometimes I wish that I could know
Those simple days of long ago,
When architecture was an art,
Not all confused with many parts;
To simple shelter, when the main
Purpose was to shed the rain,
To keep one safe from all intrusion,
A pox on all this new confusion;
This heating, plumbing, wiring too,
The complicated witches' brew.

In yesteryear my mind's eye sees
An art of sweet simplicities.
Oh, take me back to that sweet
clime,
That unconfused and gracious time.
Yes, take me back to happy times
Of simple practice, dulcet climes.

CHORUS:

He wishes to return in time
To that more favorable clime
When all was simple and pristine.
Oh, muses grant this shining dream,

ENTER ARCHITECTS, 1857

(Chorus Continues):

We see the muses brought him here
An architect of earlier year;
Eighteen fifty-seven, say,
A vintage year for A.I.A.

ARCHITECT, 1857:

How came I here I do not know,
An architect of long ago.
At all your new world I'm amazed,
These monstrous structures you
have raised.
So different from the ones I knew;
So strange, exciting, shining, new;
So apt to use, so huge the size,
I hardly credit these old eyes.

That my descendant here tonight
Should wish return to simpler sight,
To my poor day when architects
Cribbed their art from simpler texts
Surprises me, but your desire
Is my command: I shall requir[e]
The aid of men that you may know
To illustrate the long ago.

The shades of engineer, reliant,
The contractor, the noble client.
Oh spirits, bring us back these men
That I may help my modern friend
To see how simple was the chore
One hundred years ago, and more.

CHORUS:

Muses now we ask of you,
Bring from the shades into our view
The client, shining Galahad,
The engineer, the dirty cad;
The contractor, whose work is long,
His brain is weak, his back is strong.

ENTER 1857 CLIENT

(Chorus Continues):

Here the client radiant stands,
Essential to our happy land;
He has the cash, the scratch, the
kale,
May his yen for building never fail.

CLIENT, 1857:

I am the client, happy breed,
With money and the building need.
The architect my agent is,
The money mine, conception his.
I try to tell him what I want;
I aim to build, let nothing daunt
Realization of desire,
Workman worthy of your hire.

When job is finished, tis my wont
To take all credit, but I don't
Accept the blame for things de-
tested;
Forgotten are the things requested.
This my motto always is:
The credit's mine, the faults are his.

CHORUS:

Return, oh modern architect;
What think you now of client old,
Was he a man of different ways
From your client nowadays?

ARCHITECT, 1957:

Client, you have started tears,
Not a change in all these years.
I thought that in the older time
He might have been much more
benign.

No change apparent here, alas,
The same old story comes to pass.
His motto then, as now it is:
The faults are mine, the credit his.

CHORUS:

He was no different then, you see,
Return him to the limbo, we
Will call another of the peers,
The contractor of earlier years.

ENTER CONTRACTOR, 1857

(Chorus Continues):

The contractor, four-square he
stands;
Construction his, his clever hands
Make plans evolve to solid form,
Make permanent to stand the storm.

CONTRACTOR, 1857:

A contractor of times gone by
An organizing genius I;
I build in gothic or colonial,
In classic or jigsaw baronial.
I use the latest of techniques
Invented by the ancient Greeks.
I use the latest modern tricks:
I build with stone and wood and
bricks.

My motto bold, my faith and creed,
The plans and specs are all I need
To build the job, plus little things:
The sweetness that an extra brings,
The added increment of gain
For every add that you ordained
To make a job a thing complete,
A masterpiece, a gem, a treat.
A contractor of times gone by,
An organizing genius I.

CHORUS:

Observe, oh modern architect,
The contractor, a man of old,
Is he different now from then,
Is the change apparent, bold?

ARCHITECT, 1957:

The contractor changed not a bit,
The same he is today, no whit
Of generous impulse toward mistake
That any architect might make.
He doesn't give a thing for free,
Extra, extra is his plea.
Peculiar man, for each brick laid
He still insists on being paid.

CHORUS:

The contractor is proved again
No different from his modern kin.
Call up the last of these so dear,
The slide rule kid, the engineer.

ENTER ENGINEER, 1857

(Chorus Continues):

Here he stands, the engineer,
A man of talent seeing clear;
So practical, his asking why
His figures never, never lie.

ENGINEER, 1857

The engineer am I, your pal,
Structural, electrical,
Mechanical and sanitary.
I make your life so very very
Happy: your environment,
Because of me, your life content.
The building stands all plumbed
and framed
With roof so tight to shed the rain.

The architect my burden, he
Lives in days of memory.
The gas jet modern, wants he not,
Lanterns and candles are his lot.

Plumbing he wants, but up to date,
Without the pipes, now at this rate
Will soon be out of doors, again,
No piping interference then.

The architect advances here,
Prodded by the Engineer.
When job is built, all said and done,
He'd be up the creek without each
one.

CHORUS:

Was the engineer so different then,
Different as he might have been?
Do you wish that he appear
As he was in earlier year?

ARCHITECT, 1957:

The engineer's the same, I see,
He screws the works repeatedly.

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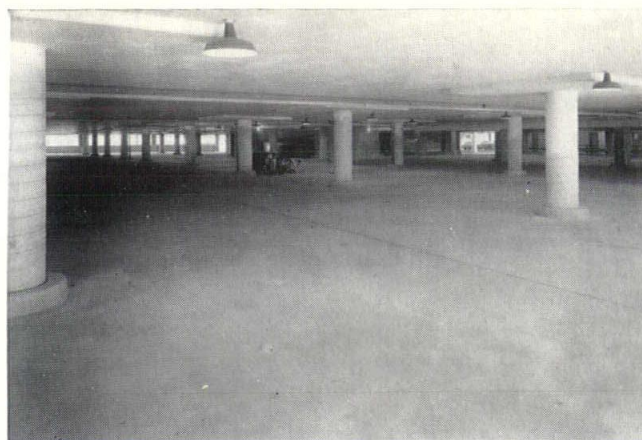
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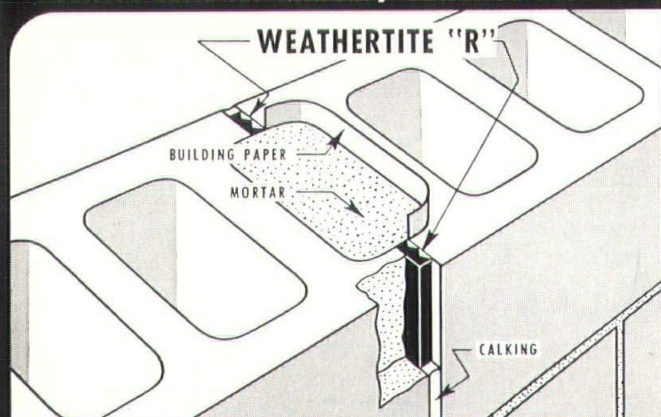
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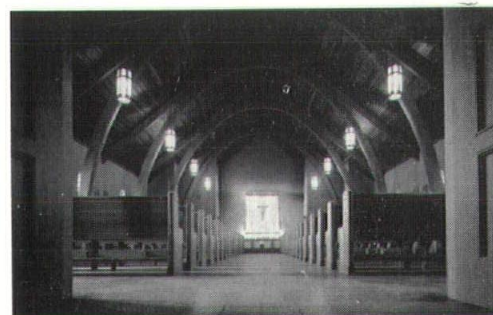
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He doesn't want his labors hid,
To show them boldly, God forbid!
That all these parts of building story
Should be revealed in naked glory:
Pipe, duct and column beam in
flexure,
Where the hell's the architecture?

CHORUS:

Mr. Architect, we've raised
From the shadows of the grave
These vocal shades of yesteryear,
Contractor, client, engineer.
Do you find a simpler art,
Problems clarified in part?
Would you throw today away.
Go back cheerful to that day
When architecture was an art,
Ginger bread in every part?

ARCHITECT, 1957:

Contractor, client, engineer,
Just the same in any year,
No better then than now the game;
Methods changed but all's the same.

Would I go back to things colonial,
Jig saw, Gothic and baronial;
Change my modern curtain wall
For rustic timber, horse's stall,
For knick-knacks that make house
a home,
My prestressed concrete, thinshell
dome;
Horsehair sofas, leaded glass,
Outside plumbing, shining brass,
Hatracks, romantic candlelight,
Hitching posts, cold seats at night?

I swear an oath that from this day:
Look forward I, not back, I say.
I've learned a lesson from these
shades
Returned from their empyrian
glades
To give me picture of the past,
Enough it is I think to last.
For many years, my hope will be
I'll be content in harmony,
With problems of the present day.
The struggle with the new, I say:
Look forward to the future sum,
Look out atom, here I come!

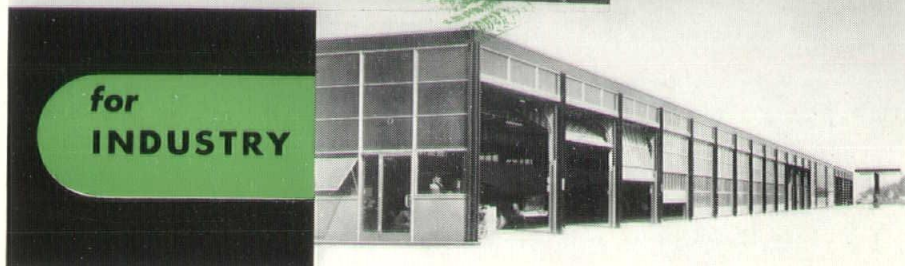
ENTIRE CAST:

Say we all as this is done,
"Look out atom, here we come."
Human nature has not changed,
Client and contractor ranged
With engineer and architect
To make a world of great effect.
Are they better now than then;
Will they change, and how, and
when?
To a more resplendent norm,
Will they all some day reform?
Another hundred years we'll see
If no conflict there will be;
If harmony complete appears,
Oh, future, busy, happy years,
We hope the atom we can trust
To bring the boom and not the bust.
Our motto is, as this is done:
"Look out atom, here we come!"

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Saginaw Valley

"The purpose of the Michigan Society of Architects' Public Relations program is to make the general public more aware of what an architect does and of the need for and benefits of his services," said H. Robert Kates, Executive Director of the Society, at the March 25th meeting of the Saginaw Valley Chapter, A.I.A. in Bay City.

The occasion was the first of a planned series of discussions or Workshops on the subject of public relations for the architect, at both state and local levels.

Defining public relations as "doing good work — and making the public aware of it," Kates reviewed the present MSA program and repeated President Morison's statement at the recent Convention that the assistance of all members is needed to obtain maximum benefit from public relations tools presently available.

"The Society sends releases to newspapers throughout the state, and national magazines, promotes the use of its 16mm sound, color film "Designs for Better Living," and the A.I.A. film "Architecture — U. S. A.," maintains an exhibit at the State Fair each year, has made available for public showing a series of 15-minute television programs on subjects of wide interest, and is active in many related projects," Kates stated. A kinescope featuring Karl O. Van Leuven, Jr., was shown and many favorable comments received.

Architects should strive for close contact with their local newspapers, he said, and should inform them of their professional activities, particularly those of a new and unusual nature. Les Arndt, of the Bay City Times, said that architects need not submit finished articles since the papers would follow through on newsworthy subjects.

In the business session which followed the speaker, Chapter members voted that Daniel Klonski be accepted as a new associate member. Secretary Auldin H. Nelson reported that existing committees have been re-appointed.

President A. Charles Jones reported that he had received a letter from Karl Krauss, Jr., of the Western Michigan Chapter regarding a series of programs on WKAR-TV in connection with the Centennial Celebration. The question of whether Saginaw Valley would participate on the subject of regional planning was referred to the Centennial Committee.

Frederick E. Wigen reviewed the progress of the Sustaining Membership program and informally discussed with Chapter members State Senate Bill No. 1159, pertaining to the use of stock plans by the Department of Public Instruction.

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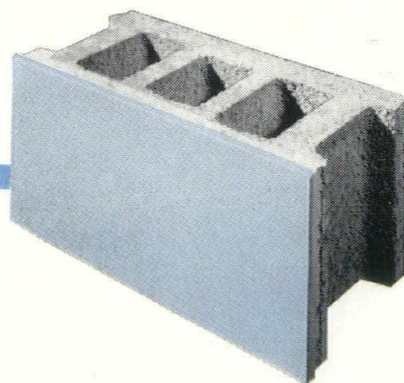


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Detroit Chapter's Next Meeting

Detroit Chapter of The American Institute of Architects will meet jointly with members of the American Institute of Decorators, Michigan Chapter, at Detroit's Whittier Hotel, Wednesday evening, April 24.

Detroit Chapter president, Gerald G. Diehl, A.I.A. will preside for the architects, and James P. Erdman, State president of A.I.D., of Grand Rapids, for the decorators.

It is expected that The American Institute of Architects' \$500 check and citation for Mr. Frank Beckman, of The Detroit Free Press, winner of the Institute's Fourth Annual Journalism Awards Competition, will reach our Chapter in time for presentation at this meeting.

Following a meeting of the A.I.A.

board in the afternoon, there will be a cocktail party (buy your own) beginning at 6:00 P.M., dinner at 7:00 (\$5.00), and a program at 8:00 P.M.

The speaker of the evening will be Mr. Harry Anderson, editor and publisher of the magazine, "Interior Design," of New York City, and his subject will be "The Architect and the Decorator—Ways to Develop Better Relations."

Following Mr. Anderson's address, there will be ample time for discussion, a question-and-answer period, and it is expected that the meeting will conclude before 10:30 P.M.

Members and guests attending this meeting may park without charge at the hotel's large parking lot at the riverfront.

Detroit Chapter Meeting Report

Following a dinner meeting in Romanesque Hall of The Detroit Institute of Arts, Tuesday, March 26, Detroit Chapter of The American Institute of Architects heard Douglas Haskell, editor of Architectural Forum speak on "Is it Civic—Is it Architecture?"

At a brief business meeting following dinner, Chapter President Gerald G. Diehl reported on some of the actions taken at the afternoon Board meeting: seven associate members were elected; the April meeting of the Chapter will be held jointly with the American Institute of Decorators, Michigan Chapter at the Whittier Hotel; the May meeting will be with the Chapter's three student branches.

Ordinarily, fall programs are left to the new administration, but because this is the Institute's Centennial Year, three meetings have been scheduled for October: October 9, a reception to open the architectural exhibit at the Henry and Edsel Ford Auditorium; about the middle of the month, the annual meeting and election, and on October 28 the architects' night at the Symphony.

The President announced that 20 Institute Centennial Medals have been ordered, to be presented to distinguished persons who have notably contributed to the advancement of architecture and to the Chapter.

A further announcement was that the Chapter has joined with others in nominating Mr. Raymond S. Kastendieck to succeed himself as Treasurer of The American Institute of Architects. Gerald also stated that the George D. Mason memorial tablet has been completed and

is soon to be installed in the Masonic Temple of Detroit, with appropriate ceremonies. The Detroit Institute of Technology has petitioned to have a student branch chapter of the A.I.A. established there.

The President's final announcement was that Messrs. Robert O. Derrick and Leonard Willeke have been made Members Emeritus of the Institute, the Chapter and the Michigan Society of Architects.

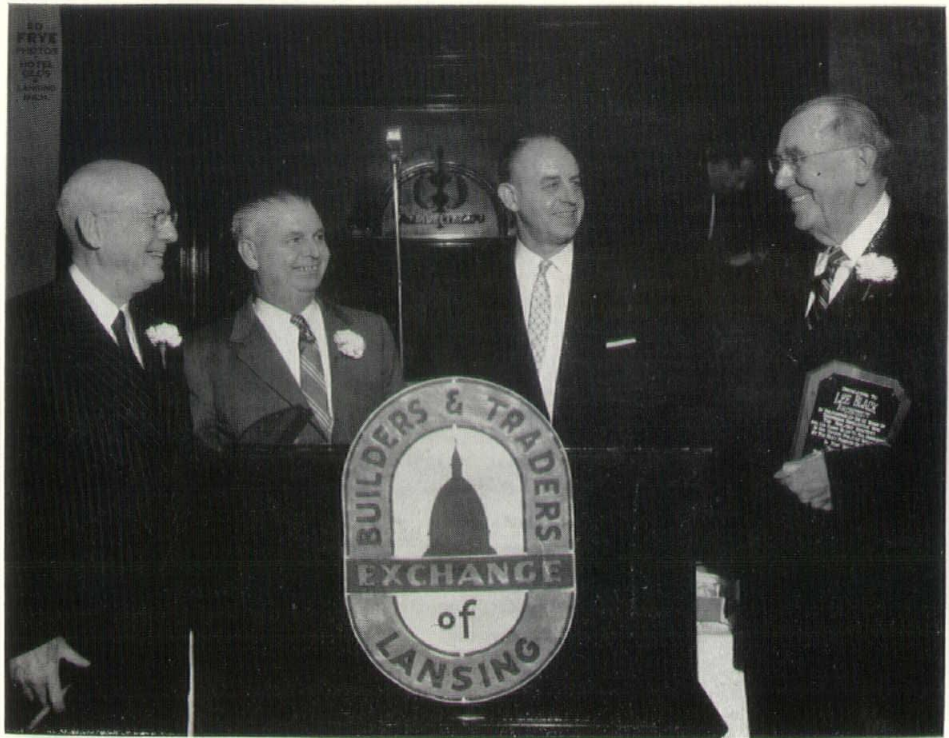
Following dinner there was an intermission when members and guests visited the special exhibition of Michigan Artists and Craftsmen, and other interesting displays at the Museum. Altogether, it was a delightful place to hold an architects' meeting, a thoroughly enjoyable occasion.

In the lecture hall Mr. William Woolfenden of The Detroit Institute of Arts stated that when he invited Mr. Haskell to speak here Doug stated that he was glad to accept, though it was like putting one's head in a lion's mouth to speak on architecture in Detroit.

The speaker pointed out the tremendous change that has taken place in architecture in recent years, adding that such changes have always come following wars—about ten years following. Formerly, he said people would ask, "is it functional, is it modern!" Now, he said, they ask more often, "Is it Civic—Is it Architecture?" We are starting now to rebuild our cities, he said.

Mr. Haskell showed interesting slides of architecture, old and new, much of it in the Detroit area. Following the lecture there was a reception at the Art Institute.

Western Michigan Chapter



Above (L. to R.): Orlie J. Munson, A.I.A.; Ralph A. Gunthrope, Prest., Lansing Bldrs & Traders Exchange; Adrian N. Langius, F.A.I.A.; Lee Black, A.I.A. of Lee Black & Kenneth C. Black, Architects.



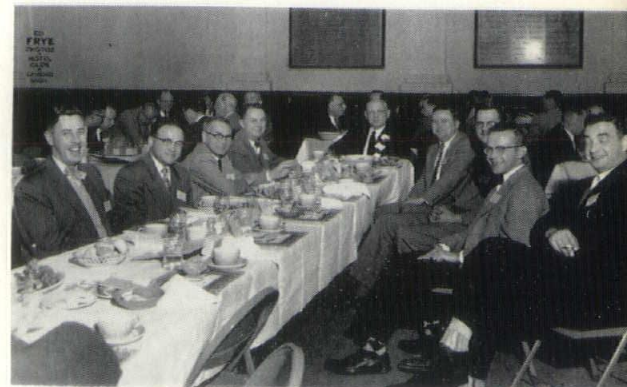
Above (L. to R.): Howard E. DeWolf, Karl F. Krauss, Jr.; Charles V. Opdyke, Lee Black, Elmer J. Manson, Donald O. Ross, Delphine S. Budzynski, Jr. All are A.I.A., except Budzynski, who is an associate member of Western Michigan Chapter, A.I.A..

LEE BLACK, A.I.A., AND ORLIE J. MUNSON, A.I.A., were honored at the 12th Annual Meeting of the Builders & Traders Exchange of Lansing, January 29th.

Plaques commemorating their long and outstanding service to architecture and to the construction industry were presented, on behalf of the Exchange, by Adrian N. Langius, F.A.I.A., Director of the Building Division, State Administrative Department, who acted as toastmaster.

The presentations followed a business meeting of the Exchange, at which George Parisian, of Standard Block and Supply Company, took over the presidency of the Exchange from Ralph Gunthrope.

It was brought out during the presentation ceremony, that Mr. Black has been a registered architect for 42 years and Mr. Munson for 35 years. Each designed a number of downtown Lansing landmarks, as well as structures throughout the state. Mr. Munson designed many of the buildings on the Michigan State University campus, while Mr. Black's office has done much work for the University of Michigan.



Above (L. to R.): Clarence H. Rosa, Clark R. Ackley, E. Roger Hewitt, Jay Munson, O. J. Munson, Robert A. Mattern, Keith M. Kelly, Edward Jackson. All are A.I.A., except Hewitt and Jay Munson, who are engineers.

Western Michigan

Roger Allen was the speaker at the Western Michigan Chapter Centennial Celebration Banquet held at the Pantlind Hotel, Grand Rapids on March 18. Introduced by C. A. OBryon, Mr. Allen spoke on the subject "My One Hundred Years in Architecture vs The Institutes' One Hundred Years in Architecture." The Allen wit kept the audience "in stitches" with his reflections on architecture, and his fish-pole type of humorous oration.

The past presidents and their wives were introduced to members and guests and were honored for their unselfish efforts and their generous donation of

time given freely for the improvement of the Chapter, its membership, the profession and the public. Past presidents attending were: Harry L. Meade, Warren L. Rindge, Adrian N. Langius, Elmer J. Manson, Roger Allen, Louis C. Kingscott, Clarence H. Rosa, Phillip C. Haughey, Christian Steketee and Peter Vander Laan.

Harry L. Meade was given a standing ovation for his many years of service and dedication to the Chapter and for his unselfish donation of his own personal funds to hold the Chapter together during the depression years.

From 3:00 to 5:30 P. M., members, their wives and guests made a tour through the Grand Rapids Furniture Makers Guild in the Exhibitors Building, where they saw such lines as "Baker", "Widdicomb", "Kimbell", "Herman Miller" and

many others who exhibited traditional and contemporary lines.

Following cocktails at 6 P. M., dinner was served in the Continental Room. President Ian C. Ironside called the meeting to order, welcoming those present. Dates of the Great Lakes Regional Conference at Louisville were announced as March 29-30, 1957 and the President expressed the hope that some Western Michigan Chapter members would be able to attend.

Secretary Charles V. Opdyke conducted a formal introduction of four new members and presented their membership certificates. The new members are: Richard R. Drury, Carter B. Strong, Irving G. Hunsberger and Edward X. Tuttle, Jr.

Next meeting of the Chapter will be Monday, April 22, in Lansing, at which Contracts and Specifications will be the topic of the evening.

CHARLES V. OPDYKE, Secretary of the Western Michigan Chapter and Chairman of the Lansing Builders and Traders Exchange Public Relations Committee, spoke on "Tornado Defense" to some 150 school administrators of Clinton County at the Court House, St. Johns, February 28.

As a result of this meeting, which was co-ordinated with the County Civil Defense Administrator, it was announced on March 18, that all of the rural schools in Clinton County would have Tornado shelters of one kind or another within 15 days.

It will be recalled that the Committee has drawn up a comprehensive program to inform Michigan residents how to avoid injury during tornadoes, including free distribution of plans for several types of shelters.

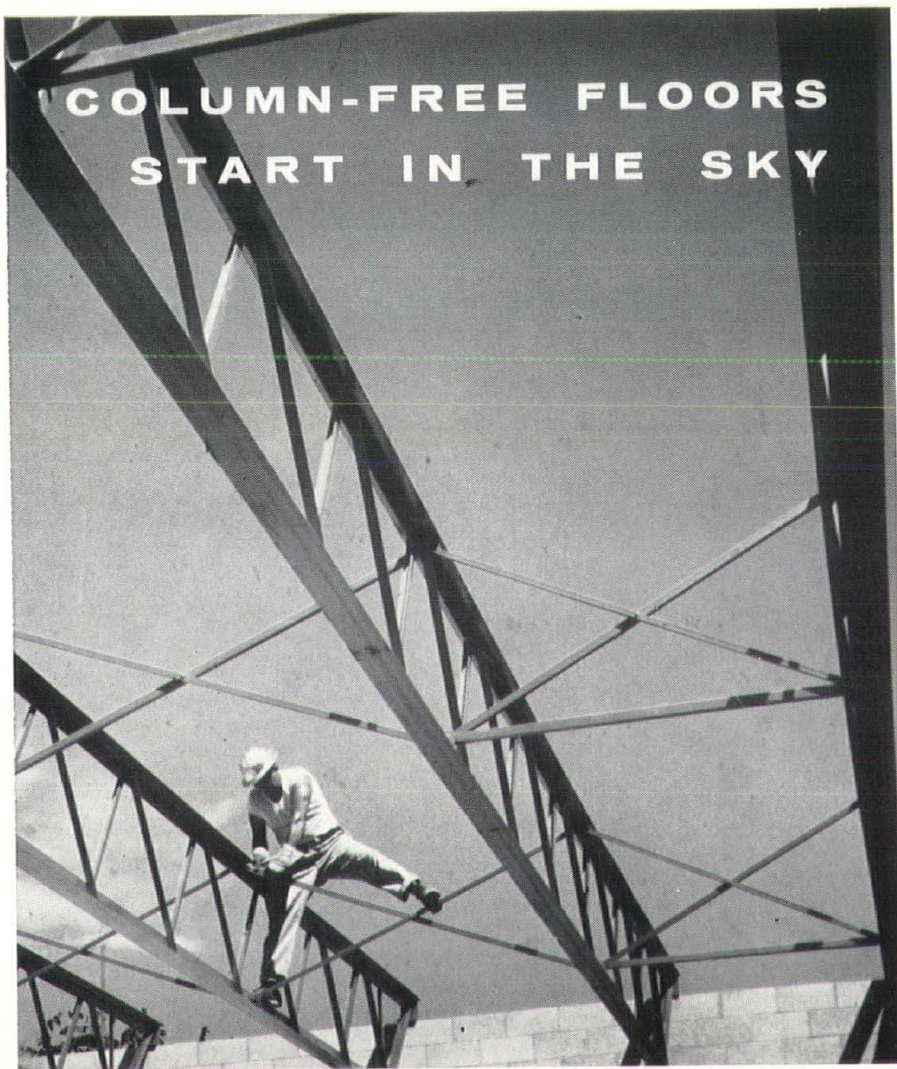
Opdyke says that in a period of just a little over a month the School Supervisors have taken a realistic look toward tornado defense and will have adequate shelters as a result of this program and their quick response to it.

WESTERN MICHIGAN CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS has published a brief history of the Chapter, setting forth the salient facts about the organization, from its charter in 1923 down to the present. Charter members were Victor Thebaud, Harvey Jackson, Antoine B. Campau, Frederick S. Robinson and Charles A. Crowe.

Present Fellows of the Institute in the Chapter are Harry L. Mead, Adrian N. Langius, Kenneth C. Welsh and Roger Allen.

The Chapter's membership has more than doubled in the past ten years, increasing from 59 to 122. The Chapter also has 59 associate members.

The Chapter's History Committee consisted of Howard E. DeWolf, Chairman; Allen, John P. Baker, Mead, Charles Norton, Warren L. Rindge, Chris Steketee, and Welsh.



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In the interest of preserving this oldest of Michigan's houses and one of the outstanding examples of early American domestic architecture and construction, the Michigan Society of Architects has taken the lead in this industry-wide program to restore Biddle House. Many prominent members of the construction industry throughout Michigan have voiced enthusiastic approval of this project and have offered their unqualified support to the restoration campaign.

We see in this project the opportunity to perform a valuable public service. The construction industry of Michigan is always proud to serve the public interest, and in sponsoring the restoration of this noted historical building we will be continuing our long tradition of service.

In making this important contribution, we will display to the people of Michigan that we stand unified as an industry behind this project, proud of our heritage . . . as exemplified in Biddle House . . . and looking forward to a future of greater service and accomplishments.

Biddle House, when restored, will stand in years to come as a symbol of our industry, as a monument to which we can point with pride, as a token of our unified effort to serve the people of Michigan—both professionally and as proud citizens.

ESTIMATED BUDGET

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Large Firms	- - - -	250
Medium Firms	- - - -	100
Small Firms	- - - -	50
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DETROIT CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS: Suren Pilafian, President; Gerald G. Diehl, Vice-President; Lyall H. Askew, Secretary; Arthur O. A. Schmidt, Treasurer; Maurice E. Hammond, Earl G. Meyer, Lynn W. Fry, Amedeo Leone, Directors; Talmage C. Hughes, Executive Secretary.

WESTERN MICHIGAN CHAPTER, A.I.A., Ian C. Ironside, President; George W. Sprau, Vice-President; Richard Prince, Jr., Secretary-Treasurer; Hubert W. Van Dongen and Ruard A. Vanderploeg, Directors.

SAGINAW VALLEY CHAPTER, A.I.A.: Samuel C. Allen, President; Glenn M. Beach, Vice-President; Harvey C. Allison, Secretary; Donald R. Humphrey, Treasurer.

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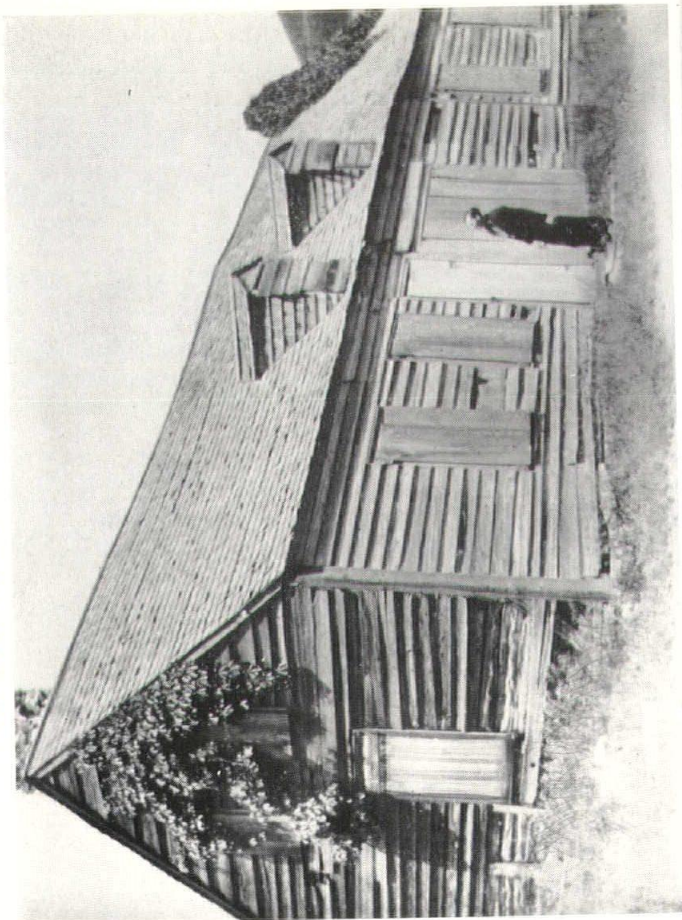
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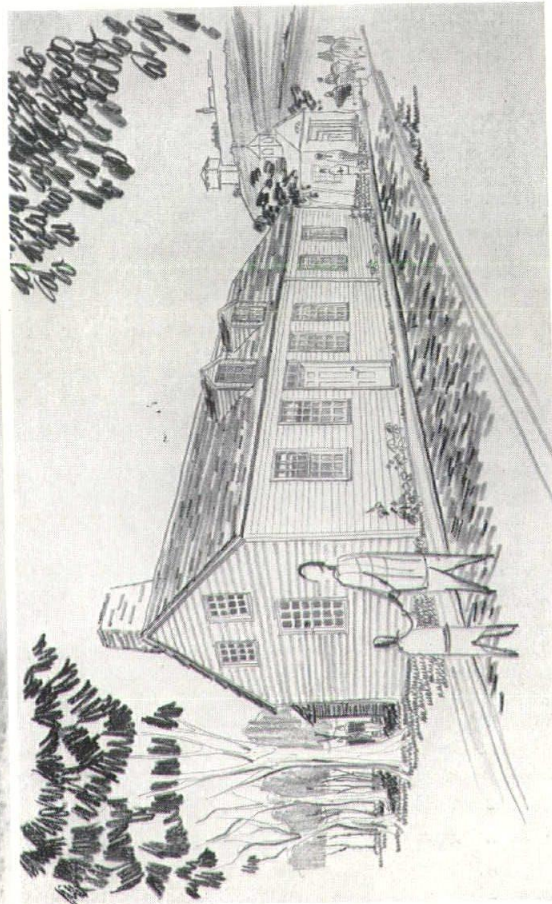
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Warren L. Rindge

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will Biddle House continue
to look like this . . .



... or
will
WE
make it
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like
this
? 



Historic background of famous Biddle House . . .

Biddle House was constructed in 1797, by Edward Biddle—trader, sheriff and later mayor. The house is the oldest standing house on Mackinac Island, possibly the earliest in the entire area that constituted the "Old Northwest."

Furthermore, Biddle House is one of the few remaining examples of a type of construction brought to Mackinac by early French traders from Canada.

In addition to its great age, Biddle House is a beautifully proportioned building, and when restored, it will be a truly outstanding and interesting specimen of construction of the "early days."

The restoration of Biddle House will arrest the long period of neglect and decay which has been its lot since the decline of the fur trade. The restored house will constitute one more authoritative link with the past on famous Market Street of Mackinac Island—the most historic spot in Michigan.

These are our Goals

Our requirements for funds total \$75,000.00. We plan to raise this money solely within the construction industry . . . calling on as many firms and individuals as possible within our industry to make contributions.

In connection with the fund drive, we are preparing a complete and detailed record of Biddle House and the part it played in the history of Mackinac Island. This book, which will be handsomely produced, will be permanently displayed in a prominent position in Biddle House.

A special section in this impressive book will be devoted to those who supported the restoration. Names of donors will be included in this book, and these names will become a lasting part of the record of our contribution in bringing Biddle House back from the brink of complete decay and permanent loss.

During restoration, the Biddle House Restoration Committee will lease Biddle House from the Mackinac Island State Park Commission. Upon completion of our project, Biddle House will be returned without cost to the people of Michigan. The restored Biddle House will be maintained by the Mackinac Island State Park Commission.

YOUR HELP WILL MAKE THE DIFFERENCE!

MSA

MICHIGAN ITEMS

A.I.A. Centennial Celebration Stickers, reproduced herewith at actual size, are available at the Monthly Bulletin office, in sheets of 96, at 25 cents per sheet. The field is of maroon color.



Future Meetings

MSA BOARD, 1957, 2:30 P.M.

Friday, April 12 — Botsford Inn, Farmington

Tuesday, May 21 — Harmonie Club, Detroit

June — No Meeting

Wednesday, July 10 — 120 Madison Ave., Detroit

Friday, August 9 — Grand Hotel, Mackinac Island

Monday, Sept. 23 — With Western Michigan Chapter, Kalamazoo

Wednesday, Oct. 16 — With Detroit Chapter

Tuesday, Nov. 12 — With Saginaw Valley Chapter

Thursday, Dec. 12 — Detroit

WESTERN MICHIGAN CHAPTER
DINNER MEETING, 1957

Monday, April 22 — Lansing

Monday, May 27 — Grand Rapids

Friday, June 21 — Outing, Traverse City

July and August — No Meetings

Monday, Sept. 23 — With MSA Board, Kalamazoo

Monday, Oct. 21 — Election, Honor Awards, Battle Creek

Monday, Nov. 25 — Ladies' Night, Lansing

Monday, Dec. 18 — Grand Rapids

DETROIT CHAPTER
DINNER MEETING, 1957

All meetings at the Rackham Bldg., Detroit, unless otherwise noted. Board meetings 4 P.M. on the same days. Reception 6 P.M., Dinner 6:30, Program 8.

Wednesday, April 24 — With Amer. Inst. of Decorators, The Whittier Hotel.

Friday, May 24 — Joint Meeting with student chapters

ADRIAN N. LANGIUS, F.A.I.A., Director of the Building Division of the State Administrative Department, Lansing, has just issued "A Report on the Fee Rate for Professional Architectural and Engineering Services."

The document was prepared after extensive study of the fee rates used by the General Services Administration of the Federal Government and the administrative agencies of nine states comparable in population to Michigan. It was a result of a request by the Building Committee of the State Administrative Board, in response to an appeal by the Michigan Society of Architects for revision of the fee rate on State work.

The handsome bound volume contains a most thoroughly documented statement of the architect's services, how they are broken down into component parts, and the conclusions and recommendations are set forth in a clear manner.

A most valuable contribution are three charts contained in the book: Chart A—"Comparisons of Fee Rates and the Degree by which each Part is Performed on the Basis of Complete Professional Services;" Chart B—"Comparison of Fee Rates for only the Preliminary Design and Working Drawings Part of Professional Services;" Chart C—"Total Fee Rates Compared on the Basis of Complete Professional Services."

WILLIAM T. CARTER, JR., JOHNNY C. HARACZ, JOHN C. HARO, MORRIS A. LIFSHAY, EDWARD M. NEWMAN AND ERWIN J. OTIS have been elected to membership in the American Institute of Architects and assigned to its Detroit Chapter.

Haracz is employed by Austin Engineers, Inc.; Haro by Albert Kahn Associated Architects & Engineers, Inc.; Lifshay by Louis G. Redstone, Architect, A.I.A. & Allan G. Agree, Associate Architect, A.I.A. All are Detroit firms.

Carter and Newman are with Victor Gruen Associates, Inc., Detroit and Otis, who resides at Ypsilanti, Mich., is employed by Samborn, Stoketee & Associates—J. H. V. Evans, Engineers and Architects, Toledo, Ohio.

Also elected to corporate membership in the Chapter are Gustaf R. Daniell, Robert D. James and William P. Smith, Jr.

Daniell, of 11051 Peerless St., Detroit, is in his own practice; James is with Giffels & Vallet, Inc., L. Rossetti, and Smith is employed by The Detroit Edison Company.

EDWARD W. GABERT, CHARLES C. HIGBIE AND WALTER P. WILD have become associate members of The American Institute of Architects, Detroit Chapter.

Gabert, a native Detroiter, graduated

from Detroit Institute of Technology, is presently employed by Smith & Smith, Architects, of Royal Oak.

Higbie, born in Evanston, Ill., received both bachelor of architecture and master of architecture degrees from the University of Michigan, College of Architecture and Design. He is now a designer with Smith, Hinchman & Grylls, Inc., Architects and Engineers.

Wild is a native of Goldach, Switzerland, where he received his education. He is now with Boddy, Benjamin & Woodhouse, Inc., Architects, of Detroit.

GUSTAF R. DANIELL, A.I.A. has opened offices for the practice of architecture at 19834 Mack Avenue, Grosse Pointe Woods 36, Michigan.

A native of Grosse Pointe, Daniell graduated from the University of Detroit, college of Architectural Engineering in 1951. He was a member of the U. S. Army Air Force during World War II and served in Europe for 16 months. He was formerly in the Dearborn office of Bennett & Straight, Architects for five years, and he was also employed by Leo M. Bauer, A.I.A.; Otis Winn, A.I.A., and the Detroit City Plan Commission.

He became registered as an architect in Michigan in 1956, and he is a member of The American Institute of Architects, its Detroit Chapter and the Michigan Society of Architects.

BUILDING COSTS IN DETROIT have about doubled in the past ten years, and have increased by more than 400 per cent since 1915, it is revealed by the annual cubic-foot cost data issued by Detroit's Department of Buildings and Safety Engineering, and just published in the Monthly Bulletin of the Michigan Society of Architects.

Some samples:

Stores of ordinary construction have increased from 16½¢ in 1915 to 72¢ in 1957; fireproof churches and theatres, from 18¢ to \$1.11; schools, from 22¢ to \$1.22; hospitals, from 32¢ to \$1.48, etc.

The Department makes it clear that these figures do not represent the actual costs of construction. They are passed on to the tax assessor's office and are used for the purpose of tax assessments. However, they are thoroughly reliable as a comparative basis of building costs over the years.

LEONARD WILLEKE, A.I.A., has become an emeritus member of The American Institute of Architects, its Detroit Chapter and the Michigan Society of Architects, it is announced by Gerald G. Diehl, president of the Chapter.

Willeke, a native of Cincinnati, practiced in California before coming to Michigan, where he became registered as an architect in 1916. He resides at 1142 Bishop Road, Grosse Pointe.

(Continued on Page 51)

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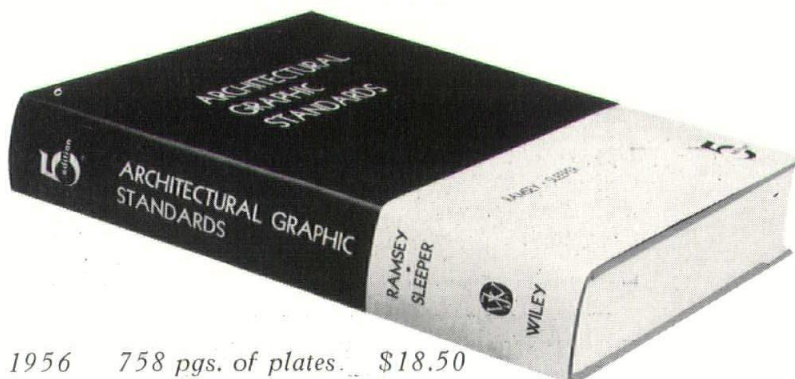
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This internationally famous reference book now has been revised and expanded to include all the new developments that have taken place in the building industry over the past five years. The authors have brought standards up to date, and have included such data, previously omitted, as now seems pertinent. Information is given on almost every conceivable item—including materials, fixtures, fittings, devices, equipment, appliances, ac-



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cessories, utensils, furnishings, apparatus, machinery, supplies, and structural systems. Eight major classes of items have been added: design of plank and beam framing . . . curtain walls . . . pneumatic tubes . . . elevators and escalators . . . design of special fireplaces . . . comparative costs of roof covering . . . furniture and equipment . . . tile and its correct usage. The index consists of nearly 6000 entries and 10,000 page references.

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THE MICHIGAN ENGINEERING SOCIETY will hold its 77th annual convention at Kalamazoo's Hotel Harris May 3 and 4, 1957. About 400 engineers and technical people are expected to attend.

Subjects to be discussed include the St. Lawrence Seaway, Nuclear Engineering and Electronics. A tour of the new Upjohn Company's Portage street Pharmaceutical plant is planned, as well as special activities for the ladies.

Co-chairmen of the convention committee are Meredith Vind, Building Inspector of Kalamazoo, and Dale G. Harrington, of the Shakespeare Company, Kalamazoo.

THE UNIVERSITY OF MICHIGAN STUDENT CHAPTER of The American Institute of Architects has elected Roger Zuchet, president; Robert Ziegelman, vice president; Bernard Remer, secretary and Donald Manzagol, treasurer.

Class representatives are Cecilia Yip, freshman; Duncan Hudson, sophomore; Norm Hamann, first-year junior; Fred Stephenson, second-year junior and Robert Marans, senior.

Committee chairmen include: Manzagol, field trip; Ziegelman, lectures; Stephenson, senior class banquet; Hamann, public relations; Bernie Remer, social and Hal Nelson, publicity.

Prof. Ralph W. Hammett, A.I.A. is student counselor.

ROBERT A. MATTERN, A.I.A., of the office of O. J. Munson Associates, Architects, of Lansing, has been transferred from the Detroit Chapter of The American Institute of Architects to the Western Michigan Chapter, it is announced by Peter Tarapata, Detroit Chapter secretary.

Tarapata also announces that Victor Steinbrueck, A.I.A., a member of the staff of Yamasaki, Leinweber & Associates, Architects, of Royal Oak, has been transferred from the Washington State Chapter to the Detroit Chapter.

HYMAN GITTLEMAN, of 16827 Lilac Avenue, Detroit, has become an associate member of the Detroit Chapter, American Institute of Architects.

A native of Chotin, Russia, Gittleman received his education in schools of New York City, including Cooper Union, where he studied architecture.

After employment in architects' offices of New York City, he came to Detroit in 1940 and was engaged by Albert Kahn Associated Architects and Engineers, Inc., where he is now a job captain.

THE 1957 MIDSUMMER CONFERENCE of the Michigan Society of Architects at the Grand Hotel on Mackinac Island will be held August 8, 9 & 10, 1957 instead of August 1, 2 & 3, as heretofore announced, it is reported by Peter Vander Laan, of Kalamazoo, chairman of the conference committee.

Reason for the change, Vander Laan said, is that changes in the hotel's commitments for the coming season made the later dates available, and they are considered more suitable to the Society. Reservations for future Midsummer Conferences of the Society have been made for five years in advance.

CORRECTION—In our March issue, in reporting that William E. Kramer had become reinstated as a member of The American Institute of Architects, its Detroit Chapter and the Michigan Society of Architects, we stated that Mr. Kramer "is now employed by Smith, Hinchman & Grylls, Inc., Architects and Engineers." Sorry, wrong floor. He is with Giffels & Vallet, Inc., L. Rossetti, Associated Engineers and Architects.

THE BOARD OF DIRECTORS OF THE MICHIGAN SOCIETY OF ARCHITECTS has elected James B. Morison, Society president, as delegate to The American Institute of Architects Centennial Convention to be held in Washington, D. C. May 13-18, 1957.

The three chapters of the Institute in Michigan — Detroit, Western Michigan and Saginaw Valley—will elect their delegates at April meetings.

GREENFIELD AND KRONICK is the name of a newly organized firm of registered consulting engineers with offices at 14045 W. Seven Mile Road, Detroit 35, Mich.

Members of the firm are Howard H. Kronick, mechanical engineer and Haskell Greenfield, electrical engineer.

The new telephone number is UNiversity 4-5039.

LESTER H. DAVIES, registered professional engineer, announces the removal of his offices to new and larger quarters, next door to his former offices. The new location is 14466 Ford Road, Dearborn, Michigan. The telephone number remains the same — LUzon 4-3903.

The Davies organization specializes in structural design.

H. SANBORN BROWN, A.I.A., Architect announces the removal of his offices from 4895 Grand River Ave. to 14045 West Seven Mile Road, Detroit 35. The new telephone number is DIamond 1-3307.

The Brown office is now engaged in planning and supervising commercial, industrial and institutional buildings.

ALBERT JAGER, JR., CARL R. KOHLER AND WESLEY W. WEBB have been elected members of The American Institute of Architects and assigned to the Western Michigan Chapter.

Jager is of 1004 Fletches Ave., Kalamazoo; Kohler of 300 Fulton St., East, Grand Rapids, and Webb, of 221 North Cedar St., Lansing.

DONALD F. WRIGHT AND FRANK JOHNSON have been elected associate members of the Detroit Chapter, American Institute of Architects.

Wright, an alumnus of the University of Michigan, College of Architecture and Design, is with Calvin, Robinson & Associates, Ann Arbor.

Johnson is employed as a draftsman with Bennett & Straight, Inc., Dearborn and he lives in Oak Park.

ARCHITECTURAL draftsmen and specification writers wanted. Some experience or training required. Housing available. Alden B. Dow, Architect, 315 Post Street, Midland, Michigan.

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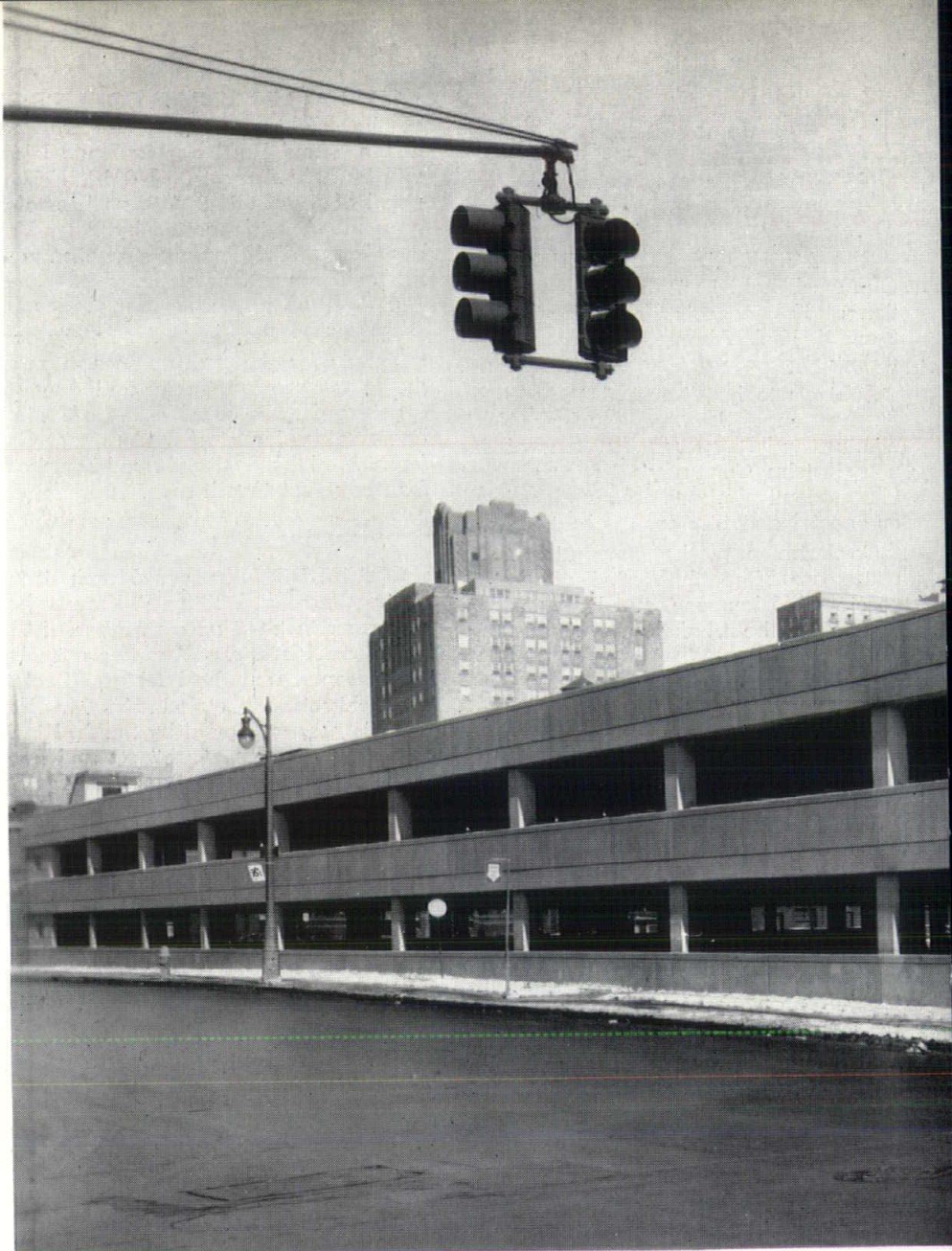
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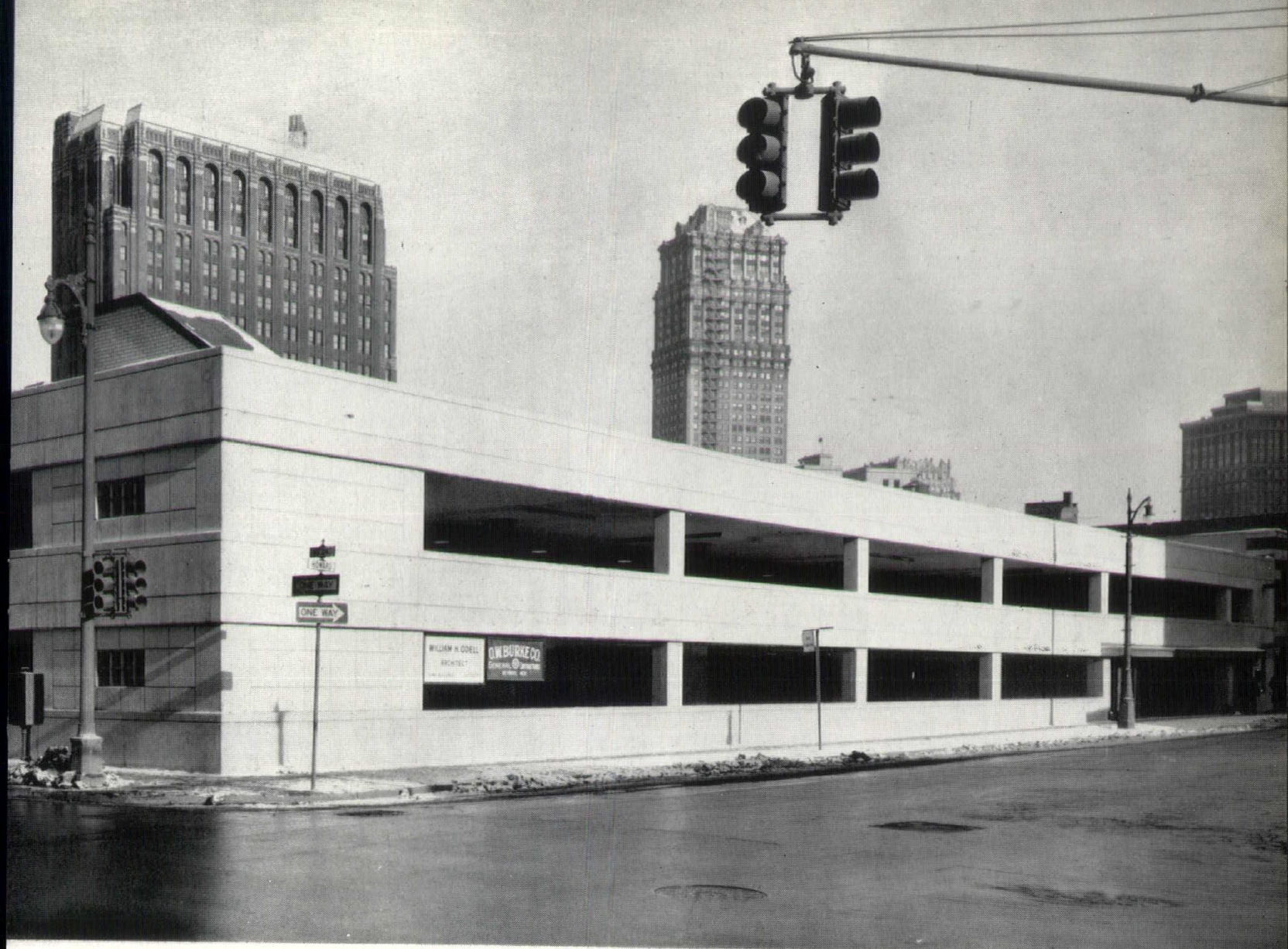


The building was designed and built for the Municipal Parking Authority of the City of Detroit, and constructed under supervision of the City Engineer's Office and the architect.

The building occupies the greater portion of a square city block, and is constructed of reinforced concrete throughout, and is designed to accommodate customer self-parking for approximately 600 automobiles at one time.

The ground floor level is reserved for transient parking, and the upper levels for monthly leases.

Entrance to the garage is via Howard Street, a short distance from the Lodge Expressway. A two-way helical ramp provides access to and egress from the second and third levels. Exit from the building is via



Abbott Street or Howard Street, depending on traffic conditions.

Traffic within the building is in one direction and is designed to avoid cross-traffic between automobiles entering or leaving the building.

The building is equipped with electric elevator service, ample stair facilities, toilet facilities, offices, utility rooms, etc.

Building construction was started in June, 1956 and completed in January, 1957, at a very minimum cost to the City of Detroit.

The building, the first Detroit municipally owned garage, was opened to the public on January 21, 1957, and now serves approximately 800 parking patrons per day at a parking rate of 65¢ per day. Due to public demand, the building is now being kept open until 11:30 at night.



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Designers for the World

BY JAMES MACDONALD

Free Press Staff Writer

The initials A.I.A. are acquiring as much identification with Detroit throughout the world as the famed symbol of auto leadership: "F.O.B., Detroit."

"A.I.A." is the professional symbol of accredited architects. And the works of Detroit architectural and engineering firms have taken on international leadership and impact.

Motor City drawing boards recently created blueprints for: A new United States embassy building in London.

The second-largest office building in the world—a \$50,000,000, four-block structure to be erected for the State Department in Washington.

The American consulate building in Kobe, Japan.

And giant shopping centers, factories, museums, schools and airports—all leaving their architectural imprint on communities throughout the nation.

DETROIT BECAME a leader in the architectural world because the past needs of auto firms brought a unique development here.

Engineering, for the first time, became an integral part of architectural services and designing.

The architectural leadership once centered in New York City moved westward as clients found it advantageous to have planning done by firms that pioneered in combining down-to-earth mechanics with functional, imaginative and artistic building designs.

THE NEW General Motors Technical Center on Mound Road is an outstanding example of the blend of artistic and engineering skills.

It was designed jointly by two leading Detroit firms: Smith-Hinchman and Grylls, Inc., and Eero Saarinen and Associates.

The new State Department building plans are being handled by Harley, Ellington and Day, Inc., another of Detroit's major firms. They also did the new City-County Building and the Veterans Memorial here.

THE AMERICAN consulate in Japan is the work of a relatively new firm — Yamasaki, Leinweber and Associates, of Royal Oak. It is an offshoot of a firm formerly doing business in both St. Louis and Detroit as Hellmuth, Yamasaki and Leinweber.

The new United States embassy to be erected in London was designed by the Saarinen firm, of Bloomfield Hills, endowed with an international reputation from the outset by its founder, the late Finnish-born Eelil Saarinen, father of Eero Saarinen.

He is architectural consultant for Detroit's Civic Center.

His firm specializes in college and university buildings and campus plans stressing modern technical innovations.

DETROIT ORIGINALLY was put on the map architecturally by the man who designed the General Motors and Fisher buildings: the late Albert Kahn.

His first commission, appropriately, was to build the Packard plant in 1903. And he introduced a new form of industrial architecture to the world.

trial architecture to the world, combining beauty with utility.

When Kahn died at 73 in 1942, he was acclaimed as the greatest industrial architect in the world. He left a legacy in trained staff members as well as buildings on five continents.

TWO OF his associates formed another widely-known architectural firm in Detroit. They are Raymond F. Giffels and Victor E. Vallet who, with a former Ford employee, Louis

Rossetti, comprise the now famous team of Giffels and Vallet, Inc., L. Rossetti, popularly dubbed GVR.

With 1,100 employees, including engineers as well as architects, GVR tackles the most complex design problems.

The firm has done vast undertakings for automotive, steel, rubber, plastics, aluminum and chemical industries.

MEANWHILE there is a national move toward Detroit as an architectural center. It can be seen in the local development of the Detroit office of Victor Gruen and Associates, Inc.

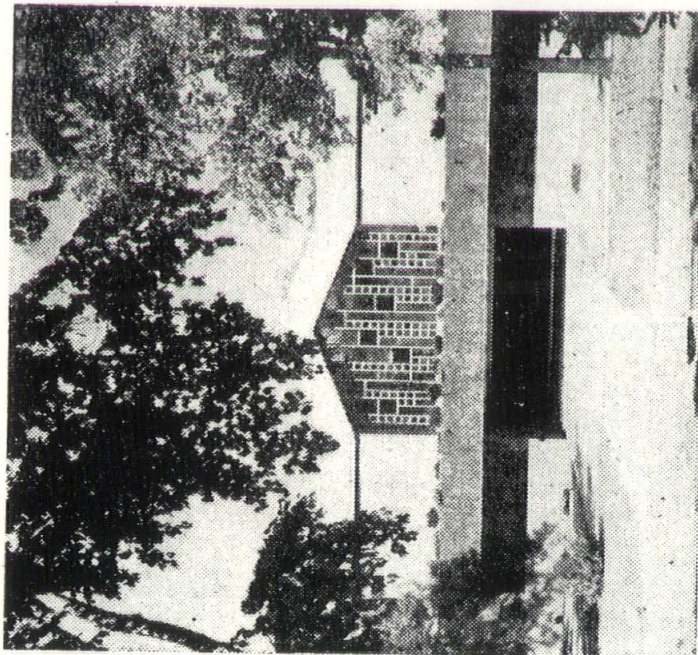
Originally a Los Angeles firm, Gruen was commissioned to handle the J. L. Hudson Company's decentralization program.

Local offices were opened in 1950 to work out plans for the Northland shopping center. Then Gruen men stayed on to design Eastland.

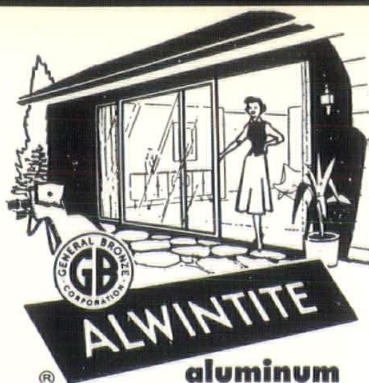
SINCE THEN Gruen men have become specialists in designing shopping centers for the whole Great Lakes area. The Detroit office is now as large as the home office.

Outstate Michigan has its share of architectural luminaries, too. Midland has become renowned as the home and display grounds for much of the work of Alden E. Dow.

Dow is one of the outstanding pupils of Frank Lloyd Wright. His houses, churches and public buildings are internationally respected as works of art.



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Portrait by William E. Bradley

Women's Architectural League

MRS. AMEDEO LEONE

THE WOMEN'S ARCHITECTURAL LEAGUE of Detroit will hold its annual spring membership tea and election of new officers at the Women's City Club on Tuesday, April 16th. Tea will be served from two until five o'clock. All new members are cordially invited and expressly urged to attend the party.

Plans for the Apple Blossom Bridge Luncheon scheduled for 12:30 on Tuesday, May 21st at the Women's City Club also will be discussed. This affair, which will launch the new regime, will be one of the high lights of the social season. Magnificent door prizes are planned for the lucky ones to take home.

Mrs. Amedeo Leone is general chairman for both events and has included

the following members on her committees for arrangements:

Mrs. Allan George Agree, Mrs. Hurlless Edward Bankes, Mrs. L. Robert Blakeslee, Mrs. Christian Brandt, Mrs. Ernest James Dellar, Mrs. Walter Milo Dole, Mrs. George Frederick Diehl, Mrs. Gerald George Diehl, Mrs. Fredrick William Fuger, Mrs. Ralph Warner Hammett, Mrs. Jean Hebrard, Mrs. Talmage Coates Hughes, Mrs. Arthur Knox Hyde, Mrs. LaVern James Jensen, Mrs. Edwin Francis Knoth, Mrs. Joseph William Leinweber, Mrs. Earl Gustave Meyer, Mrs. Alfred Mitschke, Mrs. Andrew Robertson Morison, Mrs. James Barr Morison, Mrs. Gustave Muth, Mrs. William Henry Odell, Mrs. Stephen Spencer Page, Mrs. Carl August Scheuffler, Mrs. Arthur Otto August Schmidt, Mrs. Frederick John Schoettley, Mrs. Frederick Jean Baptiste Sevald and Mrs. Frederick Gordon Stickel.

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(See Page 26)

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(See Page 30)

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Bowling League Banquet

IN VIEW OF THE TREMENDOUS SUCCESS of the banquet held at the Book-Casino in 1956, the Detroit Architectural Bowling League will again use the same locale for its 1957 annual stag party. Urban Woodhouse is Chairman of the Prize and Banquet Committee.

This year the banquet will be Friday evening, April 26th at the Sheraton-Cadillac Hotel. A festive program has been planned and architects and guests who hope to attend should secure their tickets early. If all indications hold true, they may run out of seating capacity again this year. So, based on previous experiences, many of the members and their friends are obtaining their tickets early to insure reservations.

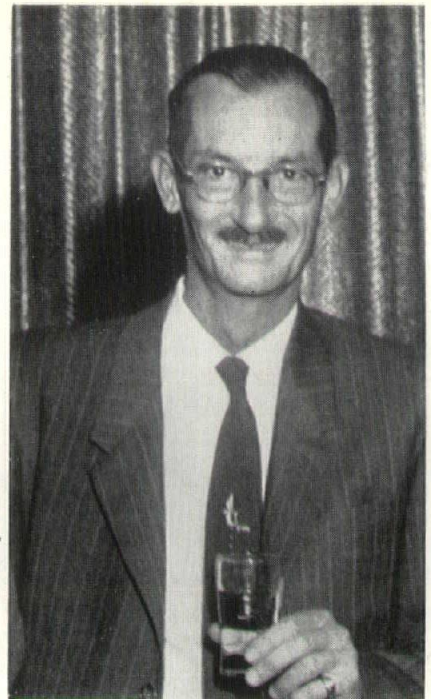
Included in this year's program will

Above:

Book-Casino making preparations for April 26th

Right:

Chairman Urban Woodhouse sampling refreshment for event and finding it good.



William E. Bradley Photo

be a cocktail hour from 5:30 p. m. to 6:30 p. m., dinner "for gourmets" from 6:45 to 8:15, hilarious entertainment from 8:30 to 10:30, and concluding with an abundance of door prizes and games.

Firm members of the League are: H. E. Beyster; Boddy, Benjamin & Woodhouse, Ralph R. Calder, Robert J. Davis, Diehl & Diehl, O. Germany, Giffels & Vallett—L. Rossetti, Victor Gruen; Harley, Ellington & Day; Herman & Simons, Hyde & Bobbio, Albert Kahn, Norman

Krecke, McGrath & Domen, Albert Smith, Eberle M. Smith; Smith, Hinchman & Grylls, and Snyder & McLean.

To facilitate reservations, Woodhouse requests that non-league members who wish to attend the banquet call one of the following committeemen: Urban Woodhouse at WO. 1-2386; Art McDonald at WO. 1-2084; Sam Ross at KE. 5-0240; Chet Jaros at VA. 2-4879; and Lyall Askew, president of the league, at WO. 3-6333.

Golf League Spring Tournament

THE DETROIT ARCHITECTURAL GOLF LEAGUE will hold its first tournament of the spring season on Tuesday, April 16th at Maple Lane Golf Course. The Club is located at 15 Mile Road and Hoover in northeast Detroit. The Course was selected because of its beauty, challenge and condition—since it's high and dry during a normally soggy spring.

Carl Smith is chairman of the tournament committee. Smith anticipates a large turnout and has informed the members that guests are invited to play golf and participate in the various planned activities, other than tournament golf, and are encouraged to make a day of it.

At the election of new officers, held at the Fort Shelby Hotel, Detroit, Tuesday, March 5, Ed Samson was elected president of the league; Ray McDonnell, vice-president; Bill Caswell, re-elected secretary and Jack Heaton, treasurer.

Other committee chairmen elected were: Vern Isenhardt, Rules Committee; Sam Ross, Financial Committee and Ed Grabowski, Entertainment Committee.

"As successful as the golf outings have been in the past," Ed Samson

states, "we anticipate greater activities and an enlarged membership for this current season."

Samson says that the various committees are planning special attractive events at each golf outing. Efforts are being made to play various prominent courses within the metropolitan Detroit area.

The membership committee, headed by Jim Power reports that to date there are still some openings for architects and engineers who might be interested in joining the League. Although the membership campaign is nearing its most successful conclusion, Power implied that the membership committee will still consider a few more interested applicants. Telephone Carl Smith at WO. 2-1001 or Ed Samson at Jahr-Anderson, TI. 6-8113.

Jim Power reports that some of the prominent golfers who have been accepted to membership this year are, Joseph Cyr, Charles H. MacMahon, Ross W. Pursifull, Carl Scheuffler, Raymond A. Johnson and Paul B. Brown.

Some of last year's members included

Jim Morison, Charles Andres, Fred Harley, "Skip" Drane, Frank Greer, Harry King, Bill Lindhout, Ed. Meier, S. A. Nurmi, Harry Prokopow, and Linn Smith, who, no doubt, will be out in full force on April 16th at Maple Lane.



President Ed Samson practicing on "Hole-In-One" for April 16th

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Products News

Producers' Council MICHIGAN CHAPTER

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TRinity 2-4500—Extension 48.

Calendar of Coming Events

- Apr. 8—E. F. Hauserman Co. Dinner,
Coral Room, Fort Shelby Hotel
Apr. 12—Building Products Caravan —
Hotel Statler
May 13—Dow Chemical Dinner, Fort
Shelby Hotel
June 10—Business Meeting Dinner and
election of officers, Fort Shelby
Hotel

PRICE BROTHERS COMPANY, Michigan Flexicore Division in Livonia, Michigan, is adding approximately 2500 square feet of office space to its present facilities. The two story addition will embody many of the newest uses of the precast concrete, hollow core floor and roof system manufactured by the Division.

Both floors of the addition will utilize the Conduflor system of cellular electrified floor which avails itself of the hollow cores in the Flexicore slabs for conduit raceways. This electrified floor system permits an unlimited electrical outlet availability and completely eliminates the necessity for wall outlets and electrical and telephone cords strung over the floor.

The Flexicore "Split System" of warm air panel heating which also utilizes the hollow cores in Flexicore will also be used throughout the new addition. The ceilings of both floors will be of exposed painted Flexicore.

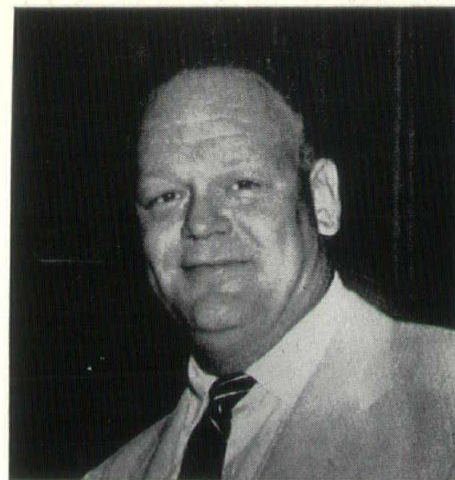
The addition will greatly augment present office facilities of the Division and provide space for a conference room, plan room, District Sales Managers offices as well as additional general office space.

Completion of the addition is scheduled for the latter part of April with complete occupation planned for May 1st. Plans are already underway for an "Open House" celebration early in May.

RELIABLE BUSINESS PRACTICES in the long run will offset the bait of bargain or cut-rate prices that trap some householders into unsatisfactory contracts for gas furnaces or conversion units. This fact is emphasized by John P. Leavitt, manager, Detroit Factory Branch, Bryant Manufacturing Co., a leading manufacturer of gas heating equipment.

Amplifying this timely theme in a letter to the local Bryant dealer organization, Leavitt stresses that the customer may expect benefits in product, installation and service when dealing with responsible and qualified firms quoting standard rates as opposed to the bargain prices offered in some quarters. The latter, he contends, represent a doubtful saving at best and frequently may prove to be a very expensive investment.

Leavitt's observations reflect in part the introduction of unlimited volume of gas for space heating purposes in the area served by the Michigan Consolidated Gas Company, following many years of limited supplies for home heating purposes. This availability of gas has stimulated, he observes: "Merchandising practices typical of opportunistic organizations that thrive only in a period of abnormal customer demand and vanish with the return of normal competition." He adds: "Claims for little known brands are of small value to the house-



JOHN P. LEAVITT

holder when the unit develops trouble and neither the dealer nor necessary service parts are available."

A formula for customer satisfaction with his heating installation is capsuled by Leavitt, as embracing:

- 1—Contract for a nationally accepted and proved brand name, offered at fair prices.
- 2—Deal with an established, successful heating contractor in your neighborhood, with a long record of reliability.
- 3—This will assure you of experienced and qualified personnel for an installation you can depend on.
- 4—You can be confident of quick service and factory-guaranteed service parts.

Marble Top Lavatory Coming Back

"THERE'S NOTHING NEW UNDER THE SUN" goes the old saying but here's a combination of the old and the new that is meeting favor in many new homes today.

Perhaps you're one of the few who still remember the marble top lavatory that was the first development after the china wash bowl and pitcher replaced the tin wash basin. Many homes built at the turn of the century proudly included in the early days of "inside plumbing" a large marble slab with a china bowl cemented to an oval opening in the center.

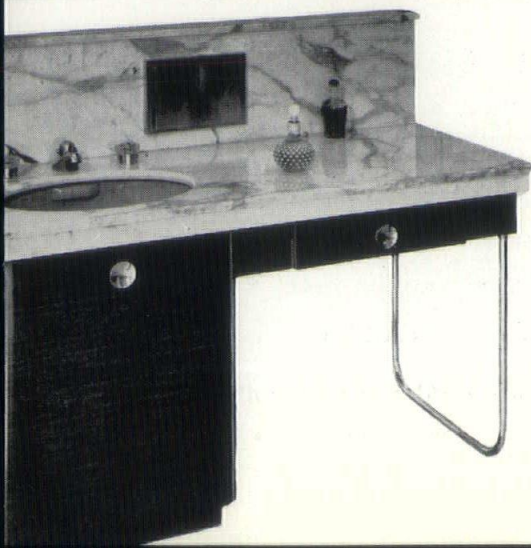
Today's finer homes have adopted this once-before popular idea and combined it with modern cabinets to create a bathroom fixture of beauty, utility and permanence such as the one illustrated here.

Yesterday the home owner was restricted to a white bowl and a very limited line of marble colors but today he has his choice of almost limitless combinations of color. The bowls are available in more than 40 pastel shades and the marble tops from quarries all over the world come in colors and shadings unheard of in earlier days.

The lavatory-cabinet combination pictured here is one of many in what has been called "the finest display of plumbing fixtures in the Middle West." It represents but a small part of the display rooms of Nelson Company, wholesalers of plumbing and heating products at 2604—4th Avenue, Detroit, Michigan.

More than a hundred of the latest designs in bathtubs, lavatories, water closets and sinks in many colors are attractively arranged in bathrooms, powder rooms and kitchens and in free standing displays like this one. Here the architect and his client may select exactly the type and color of plumbing fixture that will give the new home the comfort and appearance that will please both the designer and the owner.

In the 37 years of its existence, Nelson Company has supplied the plumbing and heating equipment for many of the finest homes in Southeastern Michigan as well as hospitals, schools, colleges, hotels, governmental buildings, industrial plants and others. The Veteran's Memorial Building and the Henry and Edsel Ford Auditorium in Detroit are two examples of the larger buildings for which this company was chosen to furnish the plumbing fixtures.



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The Quest For Soft, Crush-Resistant Economical Carpeting

Several years ago Howard Shuttleworth, then the President of Mohawk Carpet Mills, Inc., Amsterdam, New York, added another great weaving development to his already long list of loom and spinning equipment inventions. When announced, this latest achievement was called the first new carpet weave in a century, and was considered destined to be a revolutionary development in the age-old carpet industry. The name of the first product to be made on this new loom was Trendtex. At first glance, there did not seem to be anything so very unusual about this new fabric, but as it went into its second year on the market, the tremendous advantages which this loom could build into a carpet began to manifest themselves.

What is so different about Trendtex and its method of manufacture? The loom is different. Actually Shuttleworth did not invent the basic framework of the Trendtex loom—the original machine was in use for many years in curtain and drapery manufacture. In watching the operation of the loom, which employs a combination of both weaving and knitting action, Shuttleworth saw great advantages in its speed, compared to the older and much slower carpet weaving looms. If he could change this piece of equipment to produce carpet, which must be much heavier than anything made up to that time on the machine, and still hold the element of speed of operation, he would have found a way to build new economy into carpet-making. On the surface it would seem that all that needed to be done was to make the various parts of the machine heavier and more durable to handle the weighty carpet yarns, but this was not true because in the process of doing this all speed was lost. Therefore, the first accomplishment for Shuttleworth was that of inventing apparatus which when added to the basic framework permitted the machine to handle speedily and simultaneously the lighter

weight backing threads and the very much heavier woolen surface yarns. These first changes did accomplish the basis of the new fabrics but failed to produce one which had the desirable appearance factors so important today in the decor of modern interiors. The first materials turned out by the newly-adapted equipment were hard and flat and presented an industrial mat-like effect. To change this appearance was not at all difficult but in doing so, speed was lost again.

Shuttleworth set to work once more. Because he was so confident of the final outcome of his work, the many months required to perfect the venture were well invested. A new automatic tension control was developed which removed the hard, flat appearance and permitted the making of a good uniform high-pile (surface nap). At this point Shuttleworth was completely satisfied with the economy of operation, which allowed him to produce a fabric that offered greater value to the consumer, but his latest addition to the loom still made carpet which was too harsh in finished appearance. To correct this he drew upon one of his previous inventions, the famous Shuttleworth Patent, which process made Shuttlepoint and Grosvenor carpet so different from all other carpets during the period from 1939 to the present day. This appliance, when added to a carpet loom, permitted the individual tufts of surface yarn to be set into the carpet at random cross-direction, thereby lending an interesting appearance to the durability of the weave and a softer, more luxurious textured effect.

The end result is one of those success stories that has happened so frequently in American manufacturing "know-how." In attempting to find a way to bring about greater economy there was also found a way to bring out a plain, solid-color carpet which has outstanding crush resistance. The combination of the weaving-knitting action of the basic Trendtex loom, plus the added features developed by

NEW MOHAWK CARPETING

Shuttleworth, sets the individual tufts into the carpet not only in a random textured appearance but each tuft is supported by its neighboring tufts thereby producing a natural recovery under traffic pressure.

To-date only carpets of a plain over-all nature have been produced on this loom. A new fabric was recently added under the name of Royal Trendtex which has all of the basic characteristics of Trendtex plus added surface yarn thickness. Mohawk carpeting is commercially distributed by C. A. Finsterwald Co., Detroit, Michigan.

THE ALLEN ELECTRONIC ORGAN used by the Michigan Society of Architects on March 14 at their convention was provided through the courtesy of Allen Organ Studios, 14706 Beech Rd., Detroit, Michigan.

Mr. William G. Peck of Allen Organ Studios played during the luncheon, cocktail party and dinner.

Many Architects who heard the instrument remarked that it sounded exactly like a pipe organ. Further information about the organ can be obtained from Mr. Peck at KENwood 5-7489.

W. G. IRMSCHER has been elected chairman of the Concrete Improvement Board of Detroit. H. E. Honderick was elected treasurer and Donald H. Ziegler, secretary.

New directors are C. Dambrun, J. M. Fink, Ed Frank, R. L. Freeman, C. A. Graether, C. L. Johnson, E. C. Levy, Jr., J. Morrow, Paul Rice, D. Rossi, C. M. Weinheimer and Ben Wilk.

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By Harold R. Sleeper

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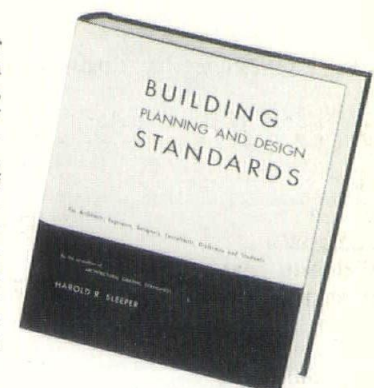
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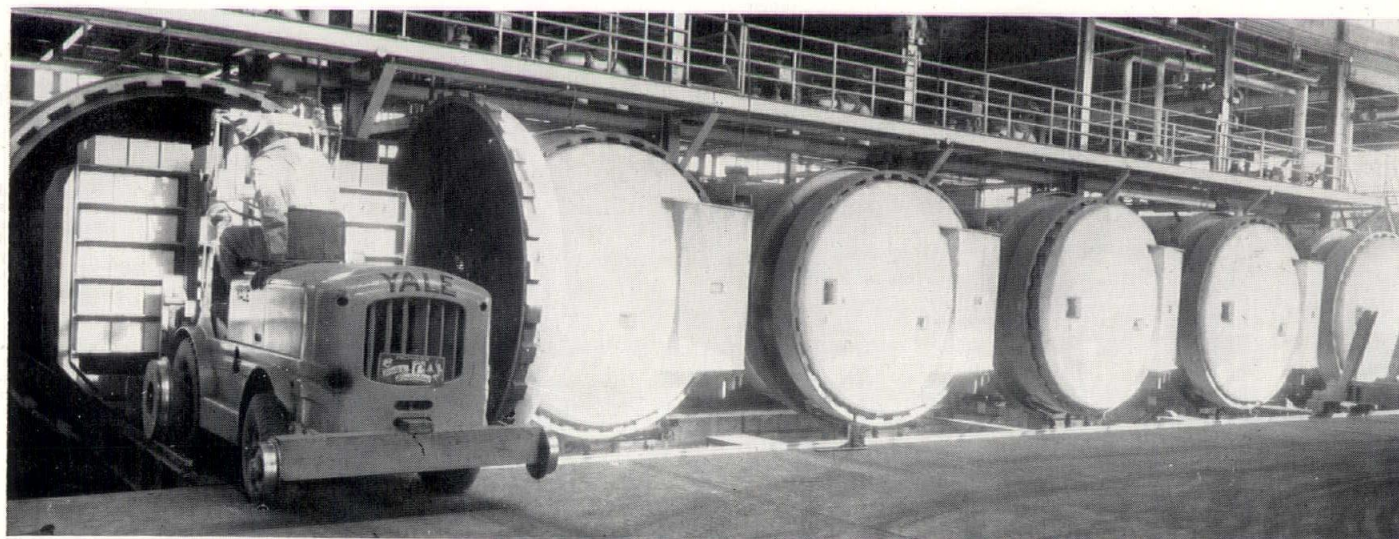
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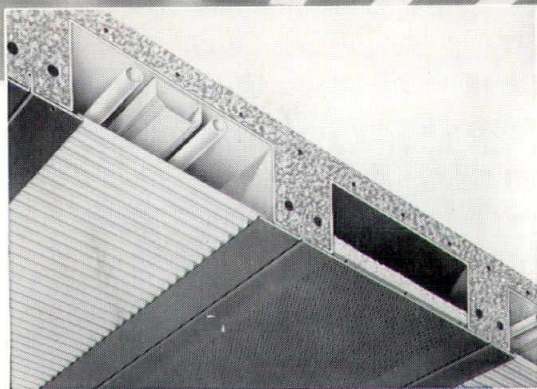
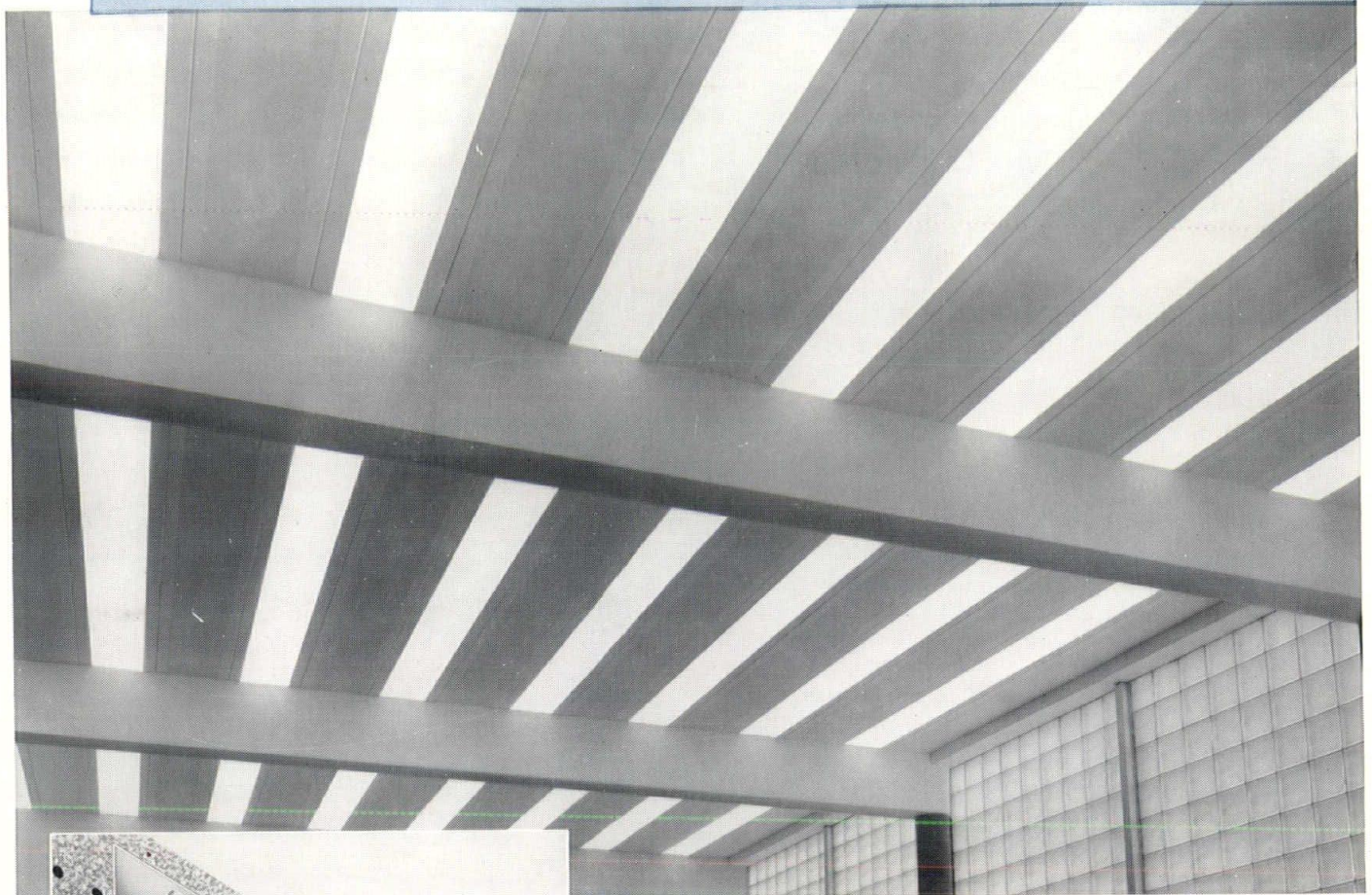


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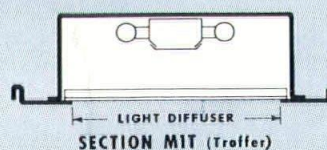
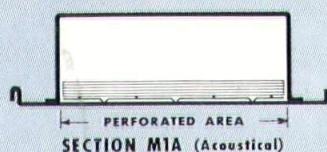
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